

Contacts



"TYPICAL CANADIAN GIRL"
(See Inside Front Cover)

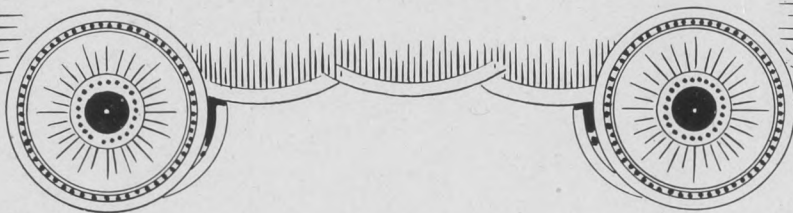
SEPTEMBER 1947

Let's All Climb Aboard The "BAND WAGON"!



EATON SERVICE CAMPAIGN

August 25th to September 27th



**An All-Out Campaign to Bring Back the
Shining Eaton Service of Pre-War Days!**

More Alertness!

More Efficiency!

More Courtesy!

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CONTACTS' "COVER GIRL"

Our vivacious blonde, blue-eyed cover girl is Miss Jane Emery, of the Edmonton store's Junior Fashion Council. Recently winning the prized honours of "the typical Canadian girl" in the contest for Eaton Junior Fashion Councillors held by the Canadian Home Journal, Miss Emery will be pictured in the September issue of that magazine, both on the cover and inside. It is appropriate, therefore, that September Contacts' back-to-school edition also should feature Miss Emery as symbolic of young Canada as it troops back to school and university.

Attending Westglan High School, Jane is planning an Arts course at Edmonton University. She is eighteen, and five feet eight inches tall. Her hobbies run to the piano, reading, knitting sweaters and diamond socks. She's a whiz at sports—swimming, tennis, golf, riding; but most of all figure skating—a "typical Canadian girl."

CONTACTS

SEPTEMBER, 1947

"He That Filches From Me My Good Name . . ."

Some 350 years ago Shakespeare wrote:
"He that filches from me my good name
robs me of that which not enriches him,
and makes me poor indeed."

The good name of Eaton's as a place to shop with pleasure and confidence is known and accepted all over this continent. It is a proud heritage.

Thousands of Eaton employees built up this good name over the years by their intelligence, their efficiency and shining loyalty.

Our job is to carry it on to the present generation of Canadians.

Fundamentally, the good name of Eaton's, or any other store, is its life's blood. Why? Because upon a store's reputation for service depends its success and the success of every employee in it. Check? Check!

A single act of discourtesy, of inefficiency or bad service, therefore, is robbing a store of its good name—of all that has taken years to achieve.

It's two years since V.J.-Day and a return to normal conditions in service, a tightening up in efficiency is on the horizon everywhere.

Indifferent service, sometimes unavoidable in wartime, must go. The shopping public has a right to expect a return of our high pre-war standard of Eaton service and, with the co-operation of every Eatonian, we are going to give it to them.

For that reason the **Eaton Service Campaign** was launched on Monday, August 25th. As was stressed by Mr. B. C. Scrivener to Eaton assistants on the eve of the campaign: "This is an all-out crusade for improved service so that we can get back to the pre-war level of Eaton efficiency of which we are all so proud. A quality of service that won us so many congratulatory comments from our customers. Let us remember," added Mr. Scrivener, "that the customer with a complaint does not think or speak of the individual who caused it—it is the good name of the Company that suffers."

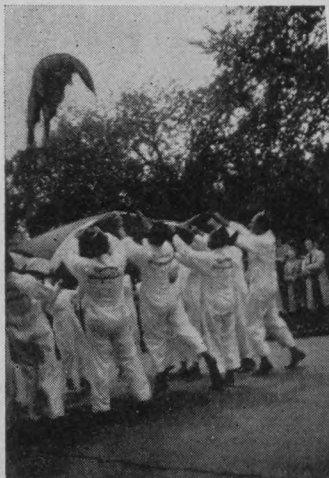
Mr. Timothy Eaton believed in the motto: **"Give the world the best you have and the best will be given you."** That's the foundation of Eaton service, folks, so let's all climb aboard the bandwagon!

Hail and Farewell Ye Visiting Nobles!

A soft throbbing rises on the early morning air . . . 'tis the distant sound of drums and marching feet, the oriental tinkling of cymbals and the wail of an enthusiastic flute. Now they round the corner and the full splendour of their brilliant Eastern costumes bursts upon us. . . . Yes, the Shriners are in town again! Like true noblemen they come, with colour and pageantry, four thousand strong! And for their purpose, the laying of the corner stone for the future Shriners' Hospital for crippled children, one of sixteen Shriners' "Temples of Mercy" that offer hope and a place in life for the afflicted.

Here at Eaton's we were happy to greet these solid citizens who captured our hearts with their good works and delighted us with their merrymaking. The store entrances on Portage Avenue were decked in their honour and a special information booth with charmingly costumed young Eaton girls as guides, was at their service.

Despite the frowning of the weather gods, we hope, good nobles, that your Winnipeg visit will remain a happy memory!



From "The Department Store Economist," We Have Pleasure in Quoting This Open Letter to Retail Salespeople

It was written by John W. Wingate, professor of Business Administration at the College of the City of New York. That it applies equally well in Winnipeg or any other city where people shop, is readily evident. Our thanks to the reader who brought it to Contacts' attention.

You belong to the most important fraternity in the economic life of our nation—the sellers who facilitate exchange. You provide service to the customer by helping him get his money's worth in personal satisfaction; you make your customer (if he is a producer too) more productive when you show him the good things of life and stimulate him to earn if he would own; you give employment to everyone who stands behind you in the production and distribution processes by providing an outlet for the fruits of their labors; you translate customer demand for the producer and thus help avoid the tremendous waste that follows unbalanced production; and finally you provide a profit to your employer so that he will be encouraged not only to pay you better but also to provide more selling opportunities for others.

But do you really appreciate your heritage? Do you know how important you really are? Do you realize that every sale you lose through carelessness or lack of interest is multiplied a thousand fold and acts as a serious deterrent to the prosperity we all cherish?

As I review my recent shopping trips and contacts with you, I'm sorry to report that it was in spite of your resistance, rather than because of your assistance, that I purchased what little I did. Maybe you were the clerk in the girls' hosiery department who said that you had no knee-high socks in size 10 but who never thought to say that the boys' department, just across the way, probably had just the thing. Maybe you were the girl in the boys' department, that I found upon my own initiative, that told me you had nothing but loud colors in size 10. But all the time you had suitable plain colors in size 11 and this was really the correct size in view of my daughter's shoe. How do I know? I happened to meet the

buyer on the way out, a friend, and he invited me back and made the sale.

Maybe you were the attractive young woman who showed me lacy nightgowns for my wife and were positive you had none of the tailored variety I was looking for. But three paces away, as I turned to leave, another clerk took from a drawer to show a later arrival, just what I had in mind. Of course, the other customer decided to buy the gown when she saw that I was interested and there was not another one in the right size—at least, that's what **you**, if it was **you**, said.

But why go on? Most of you impress me much alike. You are all well-dressed, you are pleasant, and you are at least superficially courteous. But you don't really give a darn about me and my problems. I'm a bore, I know. If I'd only show some consideration for your time and your interests, you would tolerate me much better.

Maybe you're not to blame when the whole world is experiencing a post-war let-down. We all worked hard for victory and we want to take it easy now, to have fun, and to draw good pay for what little work we elect to do.

But I'm worried. Prices are getting dangerously high. When I have to put 50% more into my food budget, I can't buy as much of other things, for along with the majority, my wages are almost fixed. And all the time the day is drawing nearer when the stores will be flooded with goods. And who is there ready and equipped to move them on to people like me? Nobody is making it easy for me to shop. You can't use the old bargain appeal—costs are too high. You've got to help me and convince me that I'll really get lasting satisfaction from buying rather than from saving. Are you in the right frame of mind to do it?

RECENT APPOINTMENTS

Winnipeg

Department W233—Wash goods, prints and linings, silks, woollens: MR. A. L. BEST, first assistant (woollens).

Departments 132, receiving; 132A, caretaking; 132B, washrooms; 132C, doormen; 132D, public comfort; 132E, emergency; 133, night watchmen; 134, night caretaking; 109, general stock; 109A, general stock, Alexander Avenue warehouse: MR. D. GALBRAITH, head of department.

Departments W104, cash office; 106, C.O.D. cashiers; 107, transfer cash office; 108, post office and information bureau; 110, shopping service; 152, city exchange: MR. J. H. KEYS, head of department. MR. V. FOTHERINGHAM, first assistant.

Departments W147, city inspectors; 147A, markers; 180, special shopping service: MR. W. SPENCELEY, head of department. MR. J. JOHNSTONE, first assistant.

Department 160—Stock auditors:

MR. N. E. LIVINGSTONE, head of department.

MR. J. D. MacKENZIE, first assistant.

Department W236—Linens, staples and bedding: MR. J. WATSON, head of department.

Moose Jaw

Department MJ237—Men's, women's, children's shoes and rubbers: MR. A. H. STEWART, head of department.

Port Arthur

MR. J. A. SNOWDEN, store manager.

Kenora

MISS MURIEL STAVELY, in charge.

DEPARTMENT CHANGES

Shoe: Findings has been transferred from department W237 (men's footwear) to department W222 (notions).

(Continued on Page Thirty-Six)

"Ride 'em Cowboy!"

Eaton Trophy Presented by Movie Star Jack Oakie To Boy Champion Steer Rider

The Calgary Stampede brings visions to mind of bucking bronchoes, neighing pintos and ten gallon hats; all infused with the breezy hospitality of the western plains. To the younger fry, the Stampede is a time of carnival, a real western circus come to life with the excitement and nostalgia of the olden days to make hearts sing and eyes to shine with excitement and happiness!

For youths and fair maidens with the West bred in them, it's a time to show their skill in the various contests of ridin', ropin' and brandin'! For Bob McKay, this year's Stampede was the most thrilling of all, he being the winner of the boys' bareback steer-riding competition (with loose rope). Bob had the honour of receiving the Eaton's trophy from movie star Jack Oakie who was the master of ceremonies on the occasion.

In attendance at the Stampede were our general manager, Mr. R. S. McCordick and Mrs. McCordick, who were accompanied by Mr. and Mrs. J. Clifton, of Ireland.



George Douglas Joins Staff of The T. Eaton Life Assurance Company

As George may tell you, "Now I am back in a business I know something about. This time Eaton life insurance."

After several months of preparation and study, in reality a refresher course, Mr. Douglas is now in a position to offer advice and guidance to anyone who may require life insurance service.

The T. Eaton Life Assurance Company has grown rapidly, particularly this last few years. This, together with expanding business conditions and so many new Eaton employees, it has been necessary to increase the life insurance agency personnel.

The T. Eaton Company desires that every member of the large staff have the opportunity to obtain life insurance under the most favourable conditions. With George Douglas' appointment to the Eaton life sales staff, together with Jimmie Quinn, Helen Fisher and the manager, Mr. P. F. Brigden, Eaton employees from Lake Superior to the Pacific Ocean should be well looked after in the all-important matter of life insurance.



"Happy Birthday To You"

The age of chivalry is not dead. This is apparent from a charming little incident that occurred on Friday morning, August 1st, the opening day of our first semi-annual sale of furniture and homefurnishings since pre-war years.

By happy co-incidence, this important date in our store calendar is also the birthday of Mr. Frank Carpenter, merchandise office representative for the homefurnishings floors.

In honour of both events, Mr. Carpenter hove in view bright and early that morning wearing a bright smile and a white rose in his button-hole. Soon congratulations and hearty handshakes were coming at him from all sides.

On happening to hear later in the day that Evelyn Wainwright, of the Hargrave elevators, was also celebrating a birthday, with a typical Carpenteresque gesture "The Big Train" presented Evelyn with a lovely white rose, a match for his own.



Eaton's Model Aircraft Show Draws Record Crowd

Ceiling unlimited, fun galore and perfect flying weather attracted a capacity crowd to the Model Aircraft Show sponsored by Eaton's and held in the flying field at Keewatin Street and Redwood Avenue. This second flying meet held since the end of the war topped a new high with 150 young hopefuls competing, spurred to greater heights by the 5,000 spectators.

The ground was literally sprinkled with miniature planes of all sizes and shapes, while beside them crouched young enthusiasts busily checking, fueling, re-checking and hoping! Fuel lines, motors and elevators all came in for their share of loving attention in the hopes that some of the \$530 prize money would find its way into the young flyers' pockets.

Contestants from the tender years of twelve to the experienced thirties participated in the many events. The different events featured towline gliders, rubber-powered stick models and, for an added thrill, elaborately built gas models.

Val Faskin, of 362 Winchester Street, St. James, became this year's grand champion by scoring two firsts and a third in the seven events. Runner-up for the grand championship was Frank Woodmass, one point behind the winner.

Four





VAL FASKIN, ST. JAMES, IS 1947 GRAND CHAMPION SCORING TWO FIRSTS AND A THIRD

Other winners in the seven events, in first second and third order, were: Rubber-powered stick model class—R. J. Thoms, F. Woodmass and J. R. Grant. Longest official flight winners, F. Woodmass, R. J. Thoms, J. R. Grant.

Rubber-powered fuselage model class—R. J. Thoms, F. Woodmass, F. Lenoski, and Terry Algeo, fourth. Terry Algeo was the 1939 Eaton Model Aircraft winner, who was awarded a trip to the national meet in Toronto and a trip to New York. Longest official flight winners in this class were: Terry Algeo, R. J. Thoms and F. Lenocki.

Towline Glider class—V. Faskin, B. G. Griffiths, J. R. Grant and Peter Morris. Longest official flight, J. R. Grant, P. Morris, F. Woodmass.

Rubber-powered aircraft class—Stan Mankiewicz, Bill Merrick, Ron Green.

Class A engines, free flight gas models—C. Briercliffe, J. C. Lockerbie, V. Faskin. Longest official flight, C. Briercliffe and J. C. Lockerbie.

Class B engines, free flight gas models—Val Faskin, C. Briercliffe. Longest official flight, V. Faskin and C. Briercliffe.

Class C engines, free flight gas models—Terry Algeo, F. Woodmass, second and third; Grant Fisher, fourth. Longest official flight, Terry Algeo and F. Woodmass, second.

Orchids go to Messrs. R. E. Stewart, Ross Screation, Tom Miller, Elmer Freeman and Bill King, the committee in charge of the event, for their splendid organization.

HELLO, MISS NOTT!

Contacts recently received a very welcome letter from Miss Zella Nott, formerly with the executive offices. Now visiting in the east, she is enjoying her leisure and is "tripping" with the best of them.

Happy landings! We hope you're finding the fairways eastward nearly as good as Manitoba's emerald swards.

PRINTING PLANT PATTTER

B. M. Hoffman

Congratulations to Mr. and Mrs. John Le Blanc on the birth of a 9 pound 11 ounce boy, born August 12th.

We are glad to hear that Jack Comer and Mrs. Ruby Holgate are out of hospital, and that Charlie Primmatt is back to work.

We regret to announce the death of Charles Restall on July 30th, brother of Bert Restall, of the composing room.

Five



Maiden Flight of New Company Plane

Mr. J. D. Eaton and Mr. W. Park Fly East on Business Trip

A smart, shiny aircraft moved along the tarmac, turned into the wind, gathered speed as it passed down the runway, took the air as though it had been doing it for years, gained height and, having executed a neat half-circle of the airfield, disappeared into the distance.

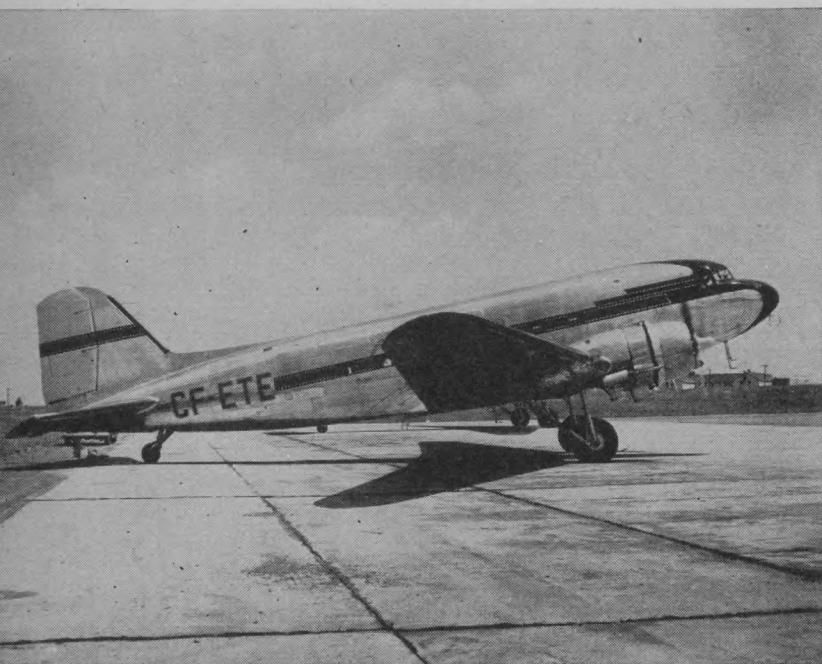
This event took place at Malton Airport on July 24th, and is noteworthy to us because it marked the inaugural flight of The T. Eaton Company's new aircraft, passengers in which were Mr. John David Eaton, our President, and Mr. William Park, bound for the Maritimes on business.

The plane is a twin-engine Douglas DC3, the most popular passenger aircraft on this continent for many years, and the type which, known as the "Dakota," rendered such valuable service as a transport in most parts of the world during the war.

The gleaming silver of its aluminum, gaily adorned with the Eaton colours and carrying the identification letters CF-E7E, and the modern comfort of its interior, combine to make it a joy to behold.

The DC3 cruises at about 175 m.p.h. and is fitted with the latest radio equipment and homing devices, including two auto-radio compasses. It will carry up to 18 passengers and three crew (two pilots and an engineer).

Seating accommodation consists of six swivel-chairs with adjustable backs, and three couches. Provided also are: telephone to pilot, radio set and a handy little article located in a strategic position under each chair for emergency use of anyone overcome by airsickness without warning.

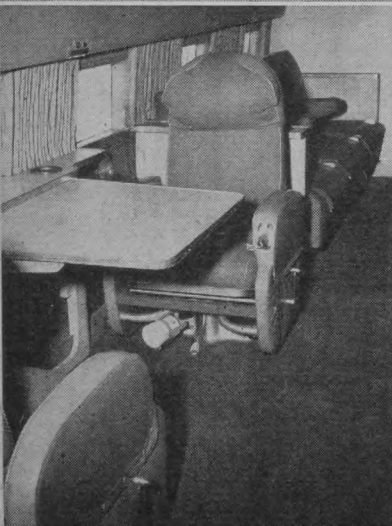


Top picture: The new Eaton aircraft in all its shining splendour, shortly before it took to the air and winged eastward to the Maritimes on its inaugural flight.

Directly below are two views of the interior. At left, looking towards the nose, picture shows comfortable chairs and collapsible table.

Right, looking towards the tail. In the background may be seen the serving unit, dispenser of airborne meals.

Comfortable couches shown in picture, make it a simple matter to rest, or even sleep, thousands of feet above the earth.



Air Tour of the Maritimes

BY J. CLIFFORD, ADVERTISING SUPERVISOR, MONTREAL

Who Was a Passenger on the Maiden Voyage of the Company Plane

Mr. John David Eaton has contributed considerably to flying in Canada. In the bush piloting days he was one of the sponsors of that great aviation enterprise which made it possible to invade the wide, almost unexplored, wastes of Northern and Western Canada.

As he became more and more interested in the affairs of the vast Eaton business, he bought his own plane, finding it an absolute necessity to make all the store calls throughout a country so large.

Early this year Mr. Eaton decided to buy what might be termed an executive aeroplane.

The DC3 is probably the best equipped private plane in Canada, and is captained by Ralph Spradbrow, Mr. Eaton's trusty pilot since 1938.

On July 26th, having arrived at Montreal, the president invited several of the managers—Messrs. Bowes, Corken, Hoskin, McCord, Ruston and Muskett—to fly down the St. Lawrence and give the Empress of Canada a royal 'au revoir'. Aboard the Empress were Messrs. Chavance, Hallworth, Grant and Whittaker, returning to Eaton Overseas Buying Offices after a six-weeks' visit to Canada. We circled over the big white ship several times and then started back to Montreal.

Soon after 9.00 a.m. on Sunday, July 27th, Mr. Eaton, Mr. Park and myself drove out to Dorval Airport, where we departed for the Maritimes.

We settled down for the great journey—an historic event in the history of Eaton's. This maiden voyage in one of the newest and largest of private planes marked another great stride in the increasing use of air transportation by this immense and far-flung organization.

In almost no time Mr. Eaton pointed out the State of Maine, and very shortly afterwards "Sprad's" voice came over the loud speakers to fasten seat belts for the landing at Moncton.

Mr. Harold Parks and Mr. Harold Tait were waiting at Moncton, and climbed into the plane to accompany us to Halifax and other points east.

Shortly after we were airborne, Tim Stone served lunch from the galley, consisting of ice-cold tomato juice, roast beef and potato salad, rolls and hot coffee.

Eating-time on a 'plane can be measured in terms of miles. A full-course meal, for instance, might take from 100 to 150 miles of travel; a cup of coffee about 30 miles, and a piece of pie, say 20 miles. In any event you cover a lot of ground eating at 4,000 feet.

We had scarcely finished eating when we sailed over the Bay of Fundy and then over the historic Nova Scotia Peninsula. We landed at Dartmouth Airport, across the harbour from Halifax, and were met by Mr. Charlie Melhman and Mr. Neil Oakley, of the Halifax store.

Mr. Oakley pointed out that Nova Scotia is the only province in Canada to possess a flag of its own, and backed up this statement by presenting us with a miniature edition of the flag.

Next day we inspected the Halifax store. While Mr. Eaton, Mr. Park and Mr. Melhman checked the stock figures, Neil Oakley and I dropped into the quaint old photo studio of Wallace R. MacAskill, famous all over the continent for marine photographs.

After lunch we took off for Sydney, and flew along the Atlantic side of Nova Scotia at about 2,500 feet. The air was a trifle turbulent, and we bounced around a little.

The land below appeared to be overrun with water. Innumerable small lakes and ponds cover the whole area. Nova Scotia is about 40 miles wide, and at times we could see both edges of it from the air.

In about an hour we arrived over Cape Breton Island and dropped to a lower level. The Bras d'Or Lakes area is a beautiful piece of country, and we had the pleasure of viewing it at close quarters. In fact, we could clearly see the dusty roads of the famous Cabot Trail.

At Sydney Airport we were greeted by Mr. Alex Holmes, manager of the Sydney store, and we drove to a hotel overlooking the beautiful Sydney Harbour.

Later, we visited Glace Bay and New Waterford by motor car and inspected the C.D.S. stores in each place.

Tuesday afternoon we took off for Moncton. It was a beautiful sunny day as we flew over Inverness towards Prince Edward Island.

One of the advantages about a private plane is that you are not tied down to schedule. You can have a leisure lunch in Sydney, set out about mid-afternoon across miles of Nova Scotia, large areas of sea, Prince Edward Island, then more sea and on to Moncton, New Brunswick, where you can still have time for a daylight swim and a drive around to the Magnetic Hill. All this in a few hours. By other means of travel it would take at least a day and a night.

Canada from coast to coast is a tremendous piece of real estate, and with so many Eaton branches scattered throughout the country, it is easy to realize how necessary it is for the Company to have a reliable aircraft.

Mr. Eaton likes to get to know the various types of people who make up our scattered population. And he really knows people, particularly those who work for him. His great personal charm, affability and friendliness make him genuinely welcome everywhere he goes.

It doesn't matter whether it's a director in charge of a whole area, a C.D.S. store manager in Glace Bay, a waiter in one of the store restaurants or an elevator operator in Halifax, he knows them all and invariably can call them by their first names. If he's in Montreal he will even talk to the French-speaking staff in their own language.

We landed at Moncton Airport about 4.30 p.m. Tom Howard was there to meet us.

Wednesday morning we strolled over to the store. It's a large and imposing building. The retail store area consists of two stories, while the mail order operation occupies five.

Friday, August 1st, was stocktaking day; Mr. Eaton and Mr. Park were on the job early. By 11 a.m. the job was finished and we were ready to leave for the return flight to Montreal.

It was excellent flying weather, and we had a perfect trip back of less than three hours.

Mr. Walls and Mr. John McKee (Toronto) were at the airport and Mr. Eaton invited Mr. McKee to join him in the flight to Toronto, which he was very glad to do.

We said good-bye and thanks, and watched the big ship taxi out and take off for Toronto on the final hop of its maiden voyage.

HAZEL CROFT MARRIES

Hazel Croft (life assurance) left the store on July 23rd, after nearly 20 years of service, to marry Roy Charlton.

Hazel is a number one sportswoman and at one time was the president of the Eaton Curling Club. She is very well liked and will be missed by her many friends scattered throughout Eaton's.

On the day of her departure she was the honoured guest at the home of Mr. P. F. Bridgen, head of department, where a suitable presentation was made.

The three-year-old and his father were being pushed toward the rear of a rapidly filling elevator. A kindly woman turned to the father and said, "Aren't you afraid your little boy will be crushed?"

"Not a chance, lady," answered the father. "He bites."

—Glass Topics.



Top Right—Mr. Curry snapped at his desk on anniversary morn. That card that looks like a police "Wanted" is merely a cartoon of congratulations showing Bill on a bike—an early accomplishment (?).

Lower Left—Two-way congratulations. "Tisn't every gal that has her 35th anniversary on the same day as her boss," says Miss Smith.

DOUBLE CELEBRATION!

Two 35th Anniversaries in Mailing List Department on Same Day!

MR. WILLIAM (BILL) CURRY

Head of Department Mailing List, Mail Order Inquiry and Mail Order Sales Room

MISS AMY SMITH, Mailing List

One 35th anniversary on a department calendar is always an event of importance—but two 35th anniversaries in the same department on the same day is really **something!**

When Mr. Bill Curry and Miss Amy Smith came to work on Tuesday morning, August 19th, they found that friendly conspirators had gone to town on their respective desks. Not only was each "place of toil" garlanded with roses and gladioli, but on each desk was a gift.

Mr. Curry received a handsome pen and pencil set—while Miss Smith's "loot" was a "just-what-I-wanted" camera for snapping scenes during her many travels.

Who Doesn't Know Bill Curry?

A youngish looking Irishman from Belfast, with scarcely a noticeable grey hair, it is hard to credit Mr. Curry with 35 years' service. Also that before coming to Canada, he served his apprenticeship in the linen business.

Thirty-four of his 35 years with Eaton's have been with 167 department and for the past 15 years he has been in charge. In 1924 Mr. Curry started the mail order sales room which has proven a valuable service to out-of-town customers.

One of his many responsibilities is the twice-yearly distribution of a million and a half Eaton catalogues and the problems thereof. His concern with the catalogue has made Bill Curry one of the best-known Eatonians in western Canada.

Bill has always taken a keen interest in staff activities, and was one of the founders of our big bowling league, of which he is a past president.

In World War I he enlisted with the Fort Garry Horse, transferring to the Army Medical Corps, in which he served overseas with the rank of sergeant.

Mr. and Mrs. Curry have one daughter, Mrs. Ron Turner, wife of former Wing Commander Turner, M.L.A., one of the youngest members in the provincial house.

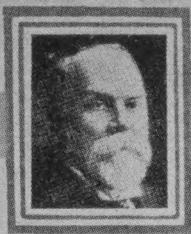
Miss Amy Smith

Winnipeg-born, Miss Smith tells us that she's half Icelandic, her mother (now deceased) having come to Canada from Reykjavik, Iceland—and her father is a Londoner.

As a little girl with red braids, Amy started in the erstwhile "sample" department, but a few months later she transferred to the mailing list. Here her entire service with the Company has since been spent as a stenographer and typist.

In her leisure hours she enjoys taking university night courses in various cultural subjects and likes to do pastel painting. "But best of all," says she, "I love to come to work!"

Her chief weakness, she confesses, is travel. Vacation tripping has taken her well over the United States, Cuba, Mexico, Alaska and the Yukon. For her 35-year holiday she's now planning a trip to California where she will visit a niece who is with the "Ice Follies" in Hollywood. Happy holidaying!



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

MR. HERBERT OLIVER, Despatch Department

July 25th was the happy day for Mr. Herbert Oliver, 61 department, for it marked the date of the completion of twenty-five years of continuous service with the Company.

Born in Ontario, Mr. Oliver started with 61 department on July 25th, 1922.

To show their affection, the department presented him with a mantel radio. Mr. W. H. Wilson, head of department, made the presentation. Also, the boys of the department presented Mr. Oliver with a fountain pen at a stag on the eve of the great day. There the honours were done by Mr. F. McKenzie (head of 27 department).

The department girls also made the most of the occasion, treating Mr. and Mrs. Oliver to

a delicious dinner where Mr. Oliver was presented with an expansion bracelet for his watch by Miss M. Wornick

Married, Mr. Oliver has no children. He is very fond of reading . . . anyone got a good book? As for holidays, no definite plans have been made as yet.



MR. JACK MOORE, Despatch Department



"Senior marker on the bridge" Jack Moore, or Johnny as he is better known, joined the Eaton quarter-century club on August 9th, 1947. Born in Belfast, Ireland, he came to Canada a babe in arms. After crossing the "pond" three times, he settled with his parents in Eriksdale, Manitoba. Farm life, however, grew tiresome for this ambitious young Irishman, so he came to Winnipeg and worked for a short time for Bulman Bros. On August 9th, 1922, he started at Eaton's in the despatch as a carrier.

Johnny is a veteran around the ball park, having been manager of Winnipeg teams in the days of the Giants and Cubs, when he caused the opposition many a headache. Bowling and curling are his winter sports. He is also active in fraternal work.

During World War II he served in Canada with the W.L.I. and the 2nd Armoured Car Regiment.

Mrs. Moore was May Done, formerly with the grocery department.

To mark Johnny's quarter century, Mr. Jim McClure presented him with a case of flatware on behalf of the despatch and kindred departments. Mr. McClure spoke very highly of John's services and said that the latter was always willing to do his share and to co-operate at all times.

During the evening, old friends of Johnny's held a stag party in his honour at the home of Wm. K. Evans, and by all the reports, everyone had a grand time.



MR. G. W. ("WES") MILLAR, Port Arthur

Winnipeg Eatonians join with Port Arthur in saying "happy birthday" to Mr. G. W. (Wes) Millar, who joined the Eaton Quarter-Century Club on August 17th. Formerly with the notions department here the genial Wes has been head of the stationery, drugs, notions and kindred departments in Port Arthur store for the past nine years.

We always look for his sunny smile and cheery hello whenever Wes comes to the 'Peg. Pictures show Wes being honoured by the Port Arthur management (at left). Mr. J. A. Snowden presents Mr. Wes Millar with the Company's gift.

Mr. Millar also received a split bamboo fishing rod from the department heads. Wes is an ardent fisherman. May he land some of those giant Lake Superior trout! At right: Mr. Millar also received a lovely walnut nest of tables from his staff.

The presentation took place before store opening, Saturday morning, August 16th, since Mr. Millar's quarter-century day occurred on a Sunday.

* * * *



MRS. JESSIE STOKES, Stationery

Grey skies and a rainy morning on August 15th did not dampen the enthusiasm of the stationery department as they gathered at breakfast in the grill room to honour Mrs. Jessie Stokes, who was celebrating her quarter century of service with the Company. As the staff met in the lobby of the grill room, Miss Sybil Robertson pinned a lovely corsage on Mrs. Stokes's dress. Mr. W. Bucham, group supervisor, then took over. Paying tribute to Mrs. Stokes long service, Mr. Bucham said the staff considered it an honour and pleasure to present her with a pair of twin travel cases which they hoped would be useful in the long holiday she is planning to take at the west coast. At a loss for words, but smiling happily, Mrs. Stokes confessed that the handsome travel cases were "just what I needed—thank you all, very, very much!"

Another memento was a pair of pretty earrings, the gift of the office supplies and literary guild section of which Mrs. Stokes is section head.

Jessie Stokes was born in Maidenhead, England, and came to Canada in 1916. A widow, she is also a grandmother—though one of the youngest looking grannies we've ever met. One married daughter lives at Kenora, Ont., and the other at the west coast.

During her quarter-century holiday she plans to visit Vancouver, Calgary and other western points. "A happy holiday" is the wish of her many friends.

Top Picture—Mrs. Stokes receives the congratulations of her supervisor, Mr. W. Bucham.
Lower Picture—Decked with a lovely corsage by Miss Sybil Robertson.

Exciting Silhouettes in Fall Fashions!

"The glass of fashion and the mold of form" have revealed exciting changes in the new Fall fashions. Gone are the restricting outlines of the war years, and in their place we see a definitely feminine, fluid line with come-hither allure.

Yes, drama will be the keynote in the Fall fashion picture. Drama accentuated in the new curving shoulder and tight bodice outlining the figure. Drama, vibrated in the new longer skirt, with the new small-waistline curve, and emphasized softly rounded hips.

Two silhouettes have been presented in conjunction with the new Fall fashions. One is the rounded silhouette, the look that's giving women a really different figure. The look of narrower, softer, more rounded shoulders — the very small waist and moulded bosom and most important, the accented hip curves.

The second silhouette is straight and pencil slim, still with the rounded shoulders and with the almost straight skirt, sometimes the long torso line, sometimes the middy look, sometimes the draped hipline, or with the tapered look and sometimes just a willowy, slim line from neck to hem.

Longer Skirts Are In!

Longer skirts are definitely in. The new longer-skirt story, more than any other one thing is going to make last year's clothes absolutely out of date. True, skirt lengths began to lengthen in the Spring of 1947—but it's more than just a beginning for Fall. And besides—we're now comparing last Fall's dresses with Fall, 1947, dresses — and Fall, 1946, dresses were really short!

Fall Coats Feature Many Changes

The 1947 silhouette carried out in the new Fall coats features the longer length; a new use of fur trimming; the fascinating voluminous sweep; a new wrapped look of slender coat; a new importance to collars; the softening of the shoulder; a variety of pockets which accentuate the hips and a new appreciation of quality. Hoods of self or contrasting material for sports, dress or rainwear are decorative and practical.

Suits Are All Femininity

In suits, the silhouette is carried out in the longer skirt, whether string straight or swinging full; in the new defined waistline and rounded hip; in the new variety of jacket lengths and smoothing of shoulders; in additional emphasis on pockets, a more feminine softening of the tailored suit and a new appreciation of quality.

Dresses Styled for "Occasion" Wear

Dresses have assumed a new "occasion" importance. The skirt lengths vary with the hour of the day. It becomes a conservative fourteen inches off the floor for morning, descends to twelve or thirteen-inch lengths for



late afternoon, becomes a short ankle or above-ankle length for dinner, and it touches or just escapes the floor for very elegant "grand evenings."

A new type of dress which is staging a revival this autumn is the Sunday night dress, rich in fabric, which takes its character from the material in which it is made. The length of the skirt is often 10 inches to 6 inches from the floor.

Stocking Hues Attract Attention

Stocking shades have come into the lime-light this Fall in the new acceptance of darker shades in various hues. Dark sheer stockings, brown taupe, navy, green, wine, off-black, harmonized with costume colours provide striking attractions on pretty legs.

Larger Hats Are Here

Hats, too, have experienced a tendency towards change, with more bulk and complicated drapery to off-set the new narrowness of the shoulders.

Shoes Have New Look

Shoes have a new glove-fitting look, high rising and covered up for daytime with the longer skirts. We also note a revival of strapped shoes for afternoon and dinner wear, featuring delicate ankle straps and T-straps in leather and fabrics.

Fall Colour Harmony

This season's fashion colours must be in accord **from the hat down—from the shoe up.** Sometimes it's a one-colour theme. Sometimes it's a blending theme or sometimes a symphony in contrast. But whatever the theme—it's a **head-to-toe** proposition.

Black will continue to be the top-rank selling colour. Such is the rosy Fall fashion forecast for 1947!



Left: Mr. J. A. Snowden, store manager, and Mr. W. T. Thomson.

Right: Mr. Thomson (standing) reviews his years with Eaton's.

Port Arthur Department Heads Honour Mr. W. T. Thomson

Department heads of The T. Eaton Co., Port Arthur, and their wives met Wednesday night, July 30th, at the Port Arthur Golf and Country Club for a farewell dinner in honour of the branch's retiring general manager, Mr. W. T. Thomson, and Mrs. Thomson.

Chairman for the occasion was Mr. H. E. Perry. Mr. Charles Hine made the presentation of a mantel radio to Mr. Thomson, and Mr. G. W. Millar presented Mrs. Thomson with two dozen roses.

Mr. W. H. Brown welcomed Mr. J. A. Snowden of Calgary (succeeding Mr. Thomson as store manager), and Mrs. Snowden. A second address of welcome was given by Mr. W. Abercrombie, Fort William Foodateria.

In a few words expressing his appreciation, and regret in leaving Port Arthur, Mr. Thomson reviewed briefly his 18 years with the store here. He came to Port Arthur in 1929 as manager of the Canadian Department Stores, Ltd. In 1938, he witnessed the official opening of the new T. Eaton Co. Ltd. branch store at its present site.

Staff Presents Desk and Chair

On the occasion of his retirement on Thursday, July 31st, Mr. W. T. Thomson also was presented with a beautiful desk and chair as a token of remembrance from the Port Arthur staff. Mrs. Thomson was also the recipient of a bouquet of roses. Pictures shown here were taken at the country club dinner for Mr. Thomson.

* * * *

Farewell to Mr. Fred Wallace

Sad farewells were the order of the day on August 2nd, when Mr. Fred Wallace retired to his many hobbies and a life of contented ease.

Born in Fermanagh, Ireland, Mr. Wallace came to Canada in 1912. He started with Eaton's in 1915 and has worked for various departments, but has 27 years chalked up with 901 department alone.

He is married but has no children. For hobbies Mr. Wallace specializes in gardening and dog breeding. Future plans are indefinite but include a good rest.

On behalf of the department, Mr. J. Dunlop, supervisor, presented Mr. Wallace with a pair of pictures.



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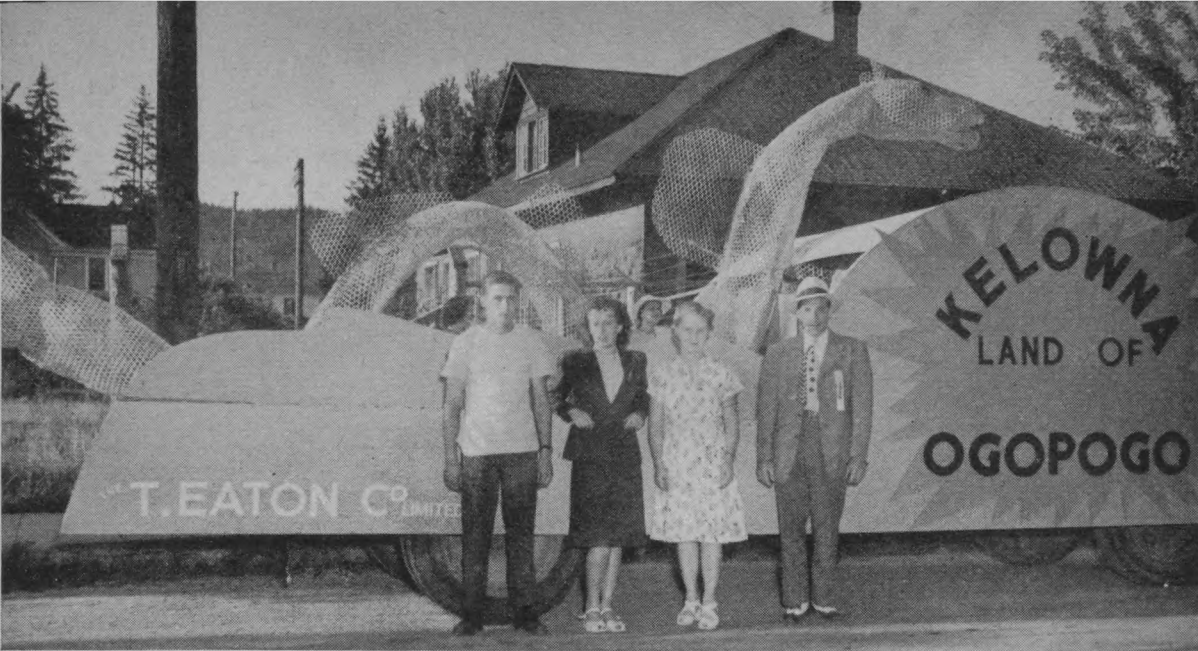
Radio Staff Honours Mr. Alex Hewish

Ere he left the radio department to take over his new appointment as group manager of the electrical department, Mr. Alex Hewish, head of department, was honoured with a party and presentation. Festivities were held at the home of Mr. A. Wallis, supervisor, on Friday evening, July 25th. Highlighting the proceedings was the presentation of a beautiful coffee table to Mr. Hewish as a token of remembrance from the radio staff.

Mr. Alf Wallis did the honours, expressing to Mr. Hewish the staff's regret

at the parting with one who had been a staunch friend—but they also joined in congratulating him on his greater responsibilities.





Kelowna Order Office Staff: Left to right, Mr. Ken Tipsett, Mrs. D. O'Neill, Mrs. D. Handlin and Mr. W. C. Brodie (in charge).

Ogopogo Again!

Okanagan's Mythical Monster is Seen at Kelowna, B.C.

This time "Oggie," famed sea-serpent of the Okanagan Valley, was not seen by but a breathless few who came back to tell the skeptical masses. No sir—he made a triumphant entry down the main street of Kelowna, B.C., headed by some five bands and lapping up the applause of thousands!

Talk of the Town

The re-appearance of "Ogopogo" was aided and abetted by Winnipeg store's display men. These artists built the "monster" as a contribution to the parade that touched off Kelowna's annual regatta on August 5th and 6th.

On arriving at Kelowna, "Oggie" was assembled by Mr. W. C. Brodie, Eaton order office chief. Mounted on a truck, the monster gave a life-like demonstration of disporting himself in a lake. "Our float," writes Mr. Brodie, "was the talk of the town and I've been receiving a continuous stream of congratulations."

To Mr. Brodie goes the credit for the idea. As a member of the regatta committee, he is one of those Kelowna citizens whom the local press writes about:

"A little army of men and women armed with stout hearts and civic pride with the sole objective of glorifying Kelowna or go down trying."

In a letter to Mr. W. J. Keeler, merchandise display, Mr. Brodie expresses his thanks for the co-operation, and adds:

"I have donated the Ogopogo to the Boy Scouts, who intend putting it on the roof of their museum as a permanent fixture and tourist attraction.

"Many of the business men came to me the next day and said that every effort must be made to preserve Ogopogo in this manner, as it was the best made image of the local myth ever seen.

"The Scouts intend putting a more substantial covering on the image to preserve it."

So R.I.P., Ogopogo, till your next appearance, scheduled or not. Meanwhile, congratulations, Kelowna, upon the grand success of your regatta! We saw the movies of your swim-fest here in Winnipeg during our sizzling 96 degrees—lucky Kelowna!

"Gunner" Pulls a Fast One

It was one hot day in mid-July when Gunner, the chestnut horse on Route 65 found himself anchored a little way behind a vegetable wagon on Broadway. Having nothing else on his mind just then but to await the return of his driver who was making a delivery, he meandered towards the wagon to investigate certain delectable odours that appeared to be originating therefrom.

Selecting a nice, juicy lettuce, Gunner lost no time in despatching it, and had just hooked a second one when the vegetable man appeared on the scene. Gunner had no money with him, but his driver very kindly stood up for him and paid for the "purchase." We are sure Gunner enjoyed his snack and will no doubt be on the lookout for any unattended vegetable wagons in future.



Our Lovely

Descriptions of Pictures on This Page

Top row, left: Viola Savage and Frank Swannel (122 department).
Centre: Kay Melniuk (122 department). Right: May Artiss (sales office).

Second row, left: Hazel Croft (life assurance office). Right: Mary Carr (construction).

Lower row, left: Hazel Croft (life assurance office). Centre and lower right: Helen Craig (132 department).

Descriptions of Pictures on Facing Page

Top row, left: Jean Krawchuk (116 department). Right: Marion Dudzic (161 department). Inset heart: Rose Cartie (101 department).

Second row, left: Billie Brown (201 department). Centre heart: Mary Fortescue (41 department). Right: Nora Wonneck (122 department).

Third row, left: Jewel Steel (116 department). Right: Martha Wilson (22 department).

Lower row, left: Marion Gray (252 department). Right: Shirley Sproul (161 department).



Fall Brides





First Aid Post Established by Eaton's

One of a Series Run Jointly by the St. John Ambulance, the Red Cross and Province of Manitoba

Ski—d! Screeching brakes, a crash — a groan—and another highway accident makes the headlines.

The shameful record of death and injuries goes on in spite of the earnest striving of safety-conscious people.

Here at Eaton's, traffic safety is uppermost in the mind of our Company every hour of the day. With us, safety is a highly organized project and this Company's contribution to the cause of safe driving is well known over the American continent.

Did you know that there is a highway first aid station at Pigeon Lake, 22 miles west of Winnipeg?

Donated by The T. Eaton Co. Limited, the new station is one of eleven similar ones now in operation in Manitoba, six of which have been donated.

In addition there are some 16 other spots in stores and filling stations along the provincial highways where first aid equipment can be secured in an emergency.

Run jointly by the St. John Ambulance, Red Cross and Provincial Government, the stations

are fully equipped with first aid supplies and are attended by local volunteers, within call at each post, who have been trained by the St. John Ambulance Brigade in first aid work.

The post at Pigeon Lake is under the supervision of Corporal Miller, R.C.M.P., of Headingley.

When Contacts drove out with our safety chairman and an Eaton photographer to view the new post, we were much impressed with its complete readiness for highway emergencies.

Securing the key from the nearby store and post office, we unlocked the door. Here were stretchers, blankets, splints, bandages and a large cupboard of first aid supplies—an emergency hospital in miniature.

Despite the fact that it was only erected by Eaton carpenters three weeks ago (as at August 18th), the post has already "paid off" twice, according to the Pigeon Lake postmaster.

The first incident was when a motorist had his arm injured by the falling lid of his car's trunk compartment. The second when a local boy cut himself with an axe. The post's equipment sufficed in both cases.



"IF EVERYONE"

If everyone who drives a car could live a month in bed,
With broken bones and stitched-up wounds, or fractures of the head,
And there endure the agonies that many people do,
They'd never need preach safety any more to me or you.

If everyone could stand beside the bed of some close friend,
And hear the doctor say "no hope" before that fatal end,
And see him there unconscious, never knowing what took place,
The laws and rules of traffic I am sure we'd soon embrace.

If everyone could meet the wife and children left behind,
And step into the darkened home where once the sunlight shined.
And look upon "The Vacant Chair" where Daddy used to sit,
I'm sure each reckless driver would be forced to think a bit.

If everyone would realize pedestrians on the street,
Have just as much the right-of-way as those upon the seat,
And train their eyes for children who run recklessly at play,
This steady toll of human lives would drop from day to day.

If everyone would check his car before he takes a trip,
For tires worn, loose steering wheels and brakes that fail to grip,
And pay attention to his lights while driving roads at night,
Another score for safety could be chalked up in the fight.

If everyone who drives a car would heed the danger signs,
Placed by the highway engineers who also marked the lines,
To keep the traffic in the lane and give it proper space,
The accidents we read about could not have taken place.

And last, if he who takes the wheel would say a little prayer,
And keep in mind those in the car depending on his care,
And make a vow and pledge himself to never take a chance,
The great crusade for safety then would suddenly advance.

—C. E. Weiser.

"Saying It With Flowers"

A lovely gesture—that of a local gardener who is a regular patron of our magazine section, stationery department, where he purchases old country newspapers from Miss Vincent and staff. In appreciation of their good service he frequently brings them a fragrant bouquet of garden flowers!

CONTACTS



Eaton Golf News

Williams and Marshall Win Runners-Up Events

Sam Williams and Scott Marshall apparently believe in keeping the "jewellery" in the family judging from the following results:

Playoff for runner-up event in "A" class (R. S. McCordick trophy) between A. C. Mitchell (watch repair) and D. S. Marshall (notions, mail order). **Marshall won.**

The three-way tie playoff for runner-up in the "C" class—a "ding-dong" battle between W. G. Thomson (children's shoes), S. H. Williams (notions) and W. Burton (men's clothing, mail order). **Williams won.**

Played Your Knock-Out Game Yet?

All you pill swatters who have still to play your "knockout" game are urged to review the charts in time offices. Please get your game played off with your opponent as promptly as possible in order that the records can be completed. Thank you!

* * *

Mail Order Super Golf Classic

The Tam-O-Shanter golf classic of mail order expense departments was an outstanding event of our sports' world during August. This feature was operated in two flights with the heads and assistants performing one day, and the section heads and signatures a few days later. Elmhurst Country Club received the honour of catering to the event.

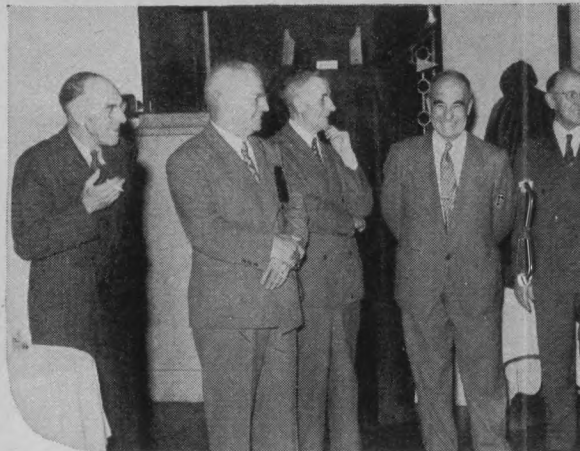
It was decided that participants would not be limited to golfers alone, and thus the entry approached the 50 mark. In order to qualify one had to at least possess a normal capacity for enjoyment.

Following the games refreshments, including a grand steak dinner were absorbed in the club house. Then followed novel social evenings, a feature of which was the presentation of an individual gift to everyone. These gifts had been chosen with diabolical cunning, each selection meeting some peculiar requirement of the recipient and accompanied by an appropriate note.

Good times like these are all too few, and plans for the future are already under consideration.



Farewell Salute To



**Mr. John Stronach • Mr. William Thomson
Mr. Norman McDonald •**

**Tributes To Their Long and Distinguished Service
to the Company, is Tendered by Executive
Winnipeg Store and**

Cheers well-nigh shook the rafters of the Hotel when on Friday night, August 1st, five of Port Arthur store management) were lauded for their long and achievements. The occasion was a party on the eve of their retirement. Mr. R. M. Pinfold, assistant manager,

Those honoured were: Mr. John Stronach, retiring superintendent; Mr. William Thomson, former manager of our Port Arthur head of mail order investigation; Mr. Norman McDonald, manager of the Tribble, head of receiving rooms and caretaking.

Top Row, Left—"Three cheers and a tiger" are led by Mr. Gilbert Eaton (left) and Mr. R. M. Pinfold (centre).

Top Row, Centre—Three Scotsmen, an Englishman and an Ontario-born lad line up to receive richly earned tributes. A total of 193 years with the Company is shared by these five prominent Eatonians. Left to right: the three Scots, W. Thomson, N. McDonald and J. Stronach; next, C. Tribble "from Devonshire way," and the Ontario, A. Wharton; at right, Mr. McCordick and Mr. G. M. Eaton prepare to do the honours.

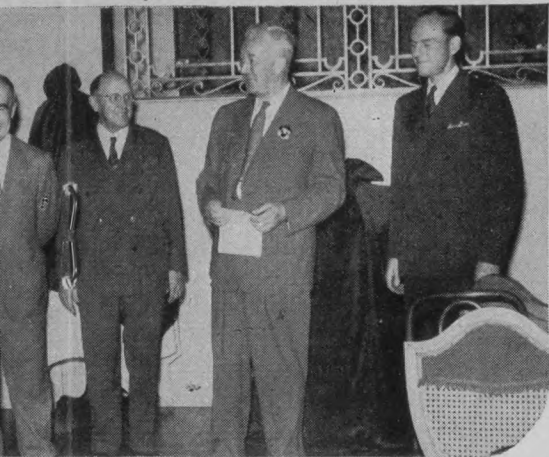
Top Row, Right—Happily able to be present, Mr. O. D. Vaughan, vice-president, thanks the retiring Eatonians in the name of the Company. At extreme right, Mr. A. Wharton.

Second Row, Left—Listening to the messages of felicitation read by Mr. R. M. Pinfold. Messrs. O. D. Vaughan, W. Thomson, N. McDonald, J. Stronach and A. Wharton.



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To Five Pioneers!



**William Thomson • Mr. Alonzo Wharton
Mr. Norman McDonald • Mr. Charles Tribble**

**Distinguished Service, Totalling 193 Years With
Eaton by Executive and Management of
Store and Mail Order**

At the MacDonal Room at the Fort Garry Hotel, Winnipeg, on the 1st, five Eatonians (four of Winnipeg and one of Toronto) were lauded for their long service, shining loyalty and devotion. As a parting salute tendered the five on the occasion, Mr. W. Thomson, assistant general manager, was chairman. Mr. W. Thomson, retiring superintendent of the mail order for the western district, was the guest of honor. Mr. Alonzo Wharton, general manager of our Port Arthur, Ont., store; Mr. Norman McDonald, mail order merchandise office; and Mr. Charles Tribble, general manager of the Port Arthur, Ont., store.

(Continued on Page Twenty)

Second Row, Right—Mr. Wharton is thanked by Mr. McCordick for his outstanding record of 45 years of devoted service.

Third Row, Left—Mr. Norman McDonald is presented with a "super duper" radio combination from his associates. Mr. G. M. Eaton does the honours.

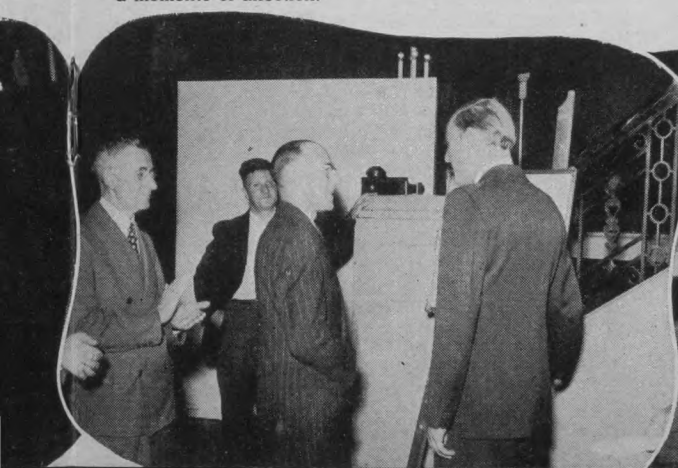
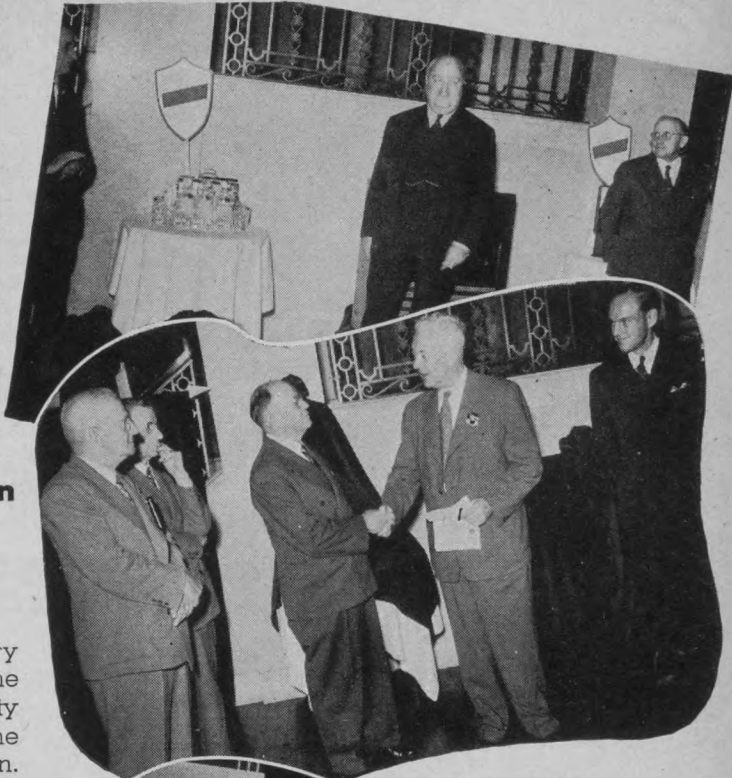
Third Row, Right—Mr. Charlie Tribble smiles modestly as Mr. McCordick extols his record.

Lower Row, Left—Mr. John Stronach receives a "big hand" from the assembly as Mr. McCordick tells of his fine record.

Lower Row, Left Centre—To Mr. Tribble (right) goes a handsome case of flatware, presented by Mr. Eaton on behalf of business associates.

Lower Row, Right Centre—Mr. Eaton unveils a lovely water colour by Leighton, which is presented to Mr. W. Thomson.

Lower Row, Right—Mr. Stronach's eyes sparkle as he is presented with a set of sparkling crystalware as a memento of affection.



Farewell Salute to Five Pioneers!

(Continued from Page Nineteen)



John Stronach

"The riders in a race do not stop short when they reach the goal. There is a little finishing canter before coming to a standstill. There is time to hear the kind voice of friends and to say to one's self: 'The work is done.' But just as one says that, the answer comes: 'The race is over, but the work never is done while the power to work remains.' The canter that brings you to a standstill need not be only coming to rest. It cannot be, while you still live. For to live is to function. That is all there is in living."

—Oliver Wendell Holmes, Jr., radio address on his ninetieth birthday (March 8th, 1931).



Norman McDonald

JOHN STRONACH, former mail order superintendent, **37 years with Company**. Born in Aberdeenshire, Scotland. Started with Eaton's January 27th, 1910, in the men's turnshings, mail order. Held appointments in the men's wear, city and mail; women's neckwear; gloves and hosiery. In May, 1938, a long merchandise career was crowned with his popular appointment to mail order superintendent—a post he held with dignity and kindness.

NORMAN McDONALD, former mail order merchandise office representative (heavy goods, men's and boys' wear), **40 years with Company**. A shrewd, kindly Scot from Edinburgh-way whose Eaton career started in the receiving room of 132 department on August 23rd, 1907. During the years following he worked his way up through the transportation, cartage, general stock room; finally joining the mail order merchandise office in May, 1919.

"No organization in the world," declared Mr. McCordick, "could lose five such good men without feeling the loss—and we'll feel it—we thank you all for your splendid service to the Company. You will be greatly missed."

The guests of honour were also lauded individually, Mr. McCordick giving a brief outline of each retiring manager's career with Eaton's. He commended each for his achievements over the years, as well as his loyalty and his capacity for friendship.

Gifts were then presented by Mr. McCordick, assisted by Mr. G. M. Eaton—"A little token from your associates to express the high esteem in which you are held by them."

Mr. John Stronach was the recipient of a decanter set of scintillating crystalware. Mr. W. T. Thomson and Mr. Alonzo Wharton each received a beautiful painting by the eminent British artist, Leighton. Mr. Norman McDonald's gift was a radio combination, while Mr. Charles Tribble was presented with a handsome chest of flatware.

Following the presentations, Mr. O. D. Vaughan, vice-president (visiting Winnipeg from Toronto), spoke briefly, since, as he said with a twinkle: "I must catch a train for that terrible east." Mr. Vaughan said he was glad of the opportunity to express his gratitude to the five retiring Eatonians for all the fine work they have done. He hoped to see them once in a while in Toronto.

Tributes Telegraphed From Company Points

Messages expressing felicitations and good wishes were received from the President, the management of Eaton stores across Canada, as well as from groups of absent buyers. These were read by Mr. R. M. Pinfold, assistant general manager.

The President's Message

"Toronto, August 1st, 1947.

"My personal thanks to Messrs. John Stronach, Norman McDonald, Bill Thomson, Lon Wharton and Charlie Tribble for their many years of loyal and efficient service. Best wishes for the continued good health of themselves and their families in their leisure years to come.

"J. D. Eaton."

The Five Respond

Acknowledgments by those honoured were short, but packed with a wealth of feeling and appreciation.

Mr. Tribble said "they had been 38 happy years; he would prize above all, the friendships made with The T. Eaton Company, the happy memories."

Mr. Wharton had watched the Company's remarkable development during his 45 years' service. All of his years, too, had been happy ones. He had worked under four presidents, starting with Mr. Timothy Eaton. Also under three general managers in Winnipeg store. In all this time he had always received fair treatment. No organization in Canada could equal Eaton's in their choice of executives.

Mr. Thomson stressed the co-operation given by Winnipeg management to Port Arthur store—which was largely responsible for any success the Port Arthur store had achieved. Mr. Thomson also had a warm tribute for the advice and help of his former supervisor, Mr. W. K. Charge.

Mr. McDonald: "It's been a grand life and no regrets—I've enjoyed every minute of it! I wish the Company every success and every associate in it!"

Mr. Stronach: "I'm not retiring, for no one can retire from such a wonderful Company and not watch its progress." Mr. Stronach added

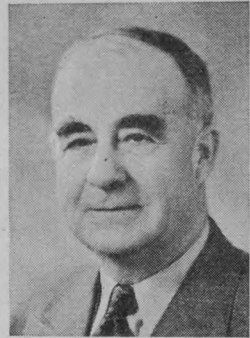
Each Joined Winnipeg Store When It Was But a "Fledgling." And Each Stayed To Play An Important Part in the Development of the Company's Great Western Network



William T. Thomson



Alonzo ("Lon") Wharton



Charles Tribble

WILLIAM T. THOMSON, former manager, Port Arthur store, **33 years with Company**. Scottish born, he worked in Kilmarnock and London, England, before starting with Eaton's on September 28th, 1914. First position was with men's furnishings, mail order., subsequently with the paints, linens and bedding, rising to second in command of juvenile department in 1915. On October 25th, 1929, he was appointed manager of Port Arthur store. Here his successful administration was marked by driving enthusiasm, a tireless energy and devotion to duty.

ALONZO ("LON") WHARTON, former head of department, mail order exchange investigation, **45 years with Company**. Ontario born and one of the few remaining "old originals" of Winnipeg store, he started in Toronto store on August 7th, 1902. Transferred to Winnipeg June 26th, 1905, his first position being with the cash office. During his long service he became widely experienced in Company systems such as mail order assembly, transportation, and mail order exchange, etc. In September, 1928, he was appointed manager of the western buying office. Ten years later he took over the mail order exchange investigation department.

CHARLES TRIBBLE, head of receiving rooms, maintenance and caretaking departments, **38 years with Company**. A Devonshire lad who started with Eaton's in the receiving room on July 6th, 1909, and worked his way up. On May 14th, 1934, he was appointed head of department. Soft-spoken, kindly, yet with a keen sense of humour, he knew how to get things done and yet retain the respect and affection of his large staff. Served with C.A.M.C. in 1st World War. If popularity vote taken would stand near top. Has one dark secret—he once wore a handle-bar moustache.

that he would miss most those Eatonians who had given him such splendid support over the difficult years.

Mr. R. M. Pinfold spoke a few words at this point in appreciation of the retiring members, expressing the hope that they would enjoy to the full the years of leisure they had so richly earned.

Three stunning cheers and a "tiger" led by Mr. G. M. Eaton then hit the roof, followed by all present joining hands and singing that grand old toast of friendship: "Should auld acquaintance be forgot. . ."

* * *

In lighter vein was the contribution of Mr. William Gould which brought down the house. This brilliant bit of lampooning revealed in picture and text the life story of each honoured guest.

Reflected glory: As the ceremony ended another touch of humour was contributed by the irrepressible Jack Morrison, painters' chief. While Messrs. Stronach, Thomson, McDonald, Wharton and Tribble stood in line receiving the handshakes and best wishes of the assembly, Jack solemnly moved into line also and shook hands with many of the passing throng. "Hey, what the heck! you're not going anywhere!" someone finally challenged.

"Welcome to Winnipeg"—Also present for the farewell to the five managers was Mr. Jock McKinnon, head of department men's furnishings, mail order, Toronto. Mr. McKinnon, who is an old friend and colleague of Mr. Stronach, is a veteran Eatonian with 44 years' service.

More Honours For Messrs. Stronach and McDonald

Handsome signet rings with raised initials, were presented to Mr. John Stronach and Mr. Norman McDonald, as tokens of remembrance from the supervisors, department heads and assistants in the mail order. The presentation was made in the office of Mr. A. H. Young, mail order superintendent. Honours were done by the two senior mail order employees in point of service. Mr. Stronach's ring was presented by Mr. Syd McKay, and Mr. McDonald's by Mr. H. B. McGregor.

And Breakfast Party Honours, Too—

A typical Scots' breakfast was enjoyed by the staffs of the mail order superintendent's office and merchandise office on July 20th, when they met to pay parting tributes to Messrs. John Stronach and Norman McDonald. Mr. Jim Johnston presided, and also at the head table was Mr. A. H. Young, mail order superintendent.

As true Scots, both guests of honour looked eagerly for their "porritch"—but had to be content with finnan haddie.

Presentation of Ronson lighters was made to Mr. Stronach and Mr. McDonald as tokens of affection from their staffs

It's Nice To Be Remembered

A happy surprise greeted George Boulter, section head, soaps, on Wednesday, August 20th, his 30th anniversary, when he was presented with a "Full-View" camera by the staff of the drugs, soaps, etc. Mr. W. McKechar did the honours.



"... When Good Fellows Get Together"

Scenes From the Party Honouring Mr. Charlie Tribble

Top Row—Left: Hughie McVey, Eric Moore, J. Porsch, J. McConnell, Bob Kernaghan, first assistant; George Livingstone. Right: "Three cheers and a tiger" for Charlie Tribble are led off by this four-some—Dan Galbraith, head of department; Bob Kernaghan, first assistant; Hugh McVey and Tom McKenzie.

Second Row—Left: "For he's a jolly good fellow" is led by Jack Scott (left), Jack Morgan, Jim Quinn, Jack Newton, with Charlie smiling his appreciation. Right: Charlie's cribbage kibitzing friend (but warm admirer) Dave Murray sounds off with "MacNamara's Band," while M.C. Quinn (right) beats time in the chorus.

Third Row—Left: Al Headon, J. Bruce, C. Martin, Jack Scott and Alex Gilchrist. Right: A moment that was charged with emotion—Charlie (left) is deeply moved as chairman Jack Scott (right) makes the presentation. In centre, Jim Buchanan looks on.

Lower Row—A. Neal, H. Headon, T. Craig, S. Sutter and the one and only "Rev." Charlie Caney.

Charlie Tribble Bids Good-bye to His Stalwarts

Never was the old song, "For He's a Jolly Good Fellow," sung with more fervour than on the night of July 26th when those braw lads, the receiving room and caretaking staff, honoured their well-loved chief, Mr. Charlie Tribble, on the occasion of his retirement from active business.

The party and presentation took place at Moore's with over a hundred present and many were there who had worked with Charlie for two and some even three decades.

It was an evening of gaiety, music and song, yet intermingled was a note of regret over the parting with an associate who is generally recognized as a firm friend, a grand boss and a gallant gentleman.

A sparkling programme was run off by Maestro Jimmy Quinn. The "Rev." Charlie Caney convulsed his audience with impersonations that were as funny as they were wholesome in character.

Roy Firth's voice needs no embellishment in these columns. Nor does the playing of Tommy Laidlaw, pianist. As always, these two gifted Eatonians sang and played their way into the hearts of all. Ted Lambert, abetted by Oscar, also added some mirth-provoking moments.

M.C. Jimmy Quinn (life assurance) entertained with a clever parody on the "Mountains of Mourne," specially written as a tribute to Charlie Tribble by Mr. W. Gould.

Those who spoke in tribute to the guest of honour were: Messrs. Jack Scott, Jack Morgan, Bill Gould and Bill Hurlburt. Mr. Gould also contributed a sparkling bit of verse written in Devonshire dialect and tracing the life of Mr. Tribble.

Presentation honours were handled by Jack Morgan, a veteran member of the receiving room staff.

To the parting chief went a load of "loot" that brought a tear to his eye since it betokened the affection in which he is held by his men.

Number one was a beautiful walnut desk; then came a desk set to surmount it; an easy chair followed and with it a matching Ottoman.

"I Wanted You To Be My Friends . . ."

Deeply moved, Mr. Tribble lost his voice for a moment, then responding he told of taking over the department thirteen years ago. "Without you," said he, addressing his men, "I couldn't have carried on the responsibility of running the department. Right from the beginning I wanted each of you to be my friend. I thank you from the bottom of my heart," added Mr. Tribble, "not only for these grand gifts but also for your unflagging loyalty and co-operation."

Thus a memorable evening closed with a buffet supper and old friends singing the old songs together.

Mrs. Minnie Hall Says Au Revoir

After 21 years of faithful service with the candy factory as a chocolate dipper, Mrs. Minnie Hall left recently to make her home in Vancouver. Mrs. Hall plans to reside with her sister in the west coast city, where she will rest and build up her health.

On leaving, a party was held in her honour by the candy factory staff, when she was presented with a lovely travelling case as a parting gift from her associates. Mr. R. D. Hinch did the honours. The best wishes for abundant health and happiness in her new surroundings go with Mrs. Hall from her many friends at Eaton's.



Mr. Arthur Page Takes Life Easy

Port Arthur store bade a sorrowful farewell to Mr. Arthur Page (better known to his co-workers at "Art") on July 30th, after nineteen years with the Company. Previous to his employment with Eaton's, he was a member of the staff of I. E. Matthews which was later taken over by the Canadian Department Store and thence by Eaton's.

On his retirement, Mr. Page was given a surprise party by the house furnishings' staff, at the residence of Mr. Page's son. Needless to say, everyone had an enjoyable time.

Born in Kettering, Northamptonshire, England, Mr. Page is a true Canadian in every sense of the word and has, as many of his Eatonian friends, gardening as his hobby.

Surrounded by a bevy of beauties is Mr. Page on the event of his recent retirement.



Miss M. Cameron Retires from Active Eaton Life



Miss Cameron amidst her floral tributes.

With mingled emotions, Miss Mary Cameron wrote finis to the chapter of her life headed 116 department on August 2nd. Retiring after thirty-one years of devoted service, Miss Cameron is a true Eatonian in every sense of the word. The many friends who trooped up to bear parting good wishes bore witness to her popularity and friendly nature.

Born in Partick, Scotland, Miss Cameron came to Canada in 1908. Her continuous service with Eaton's dates from 1916. In her younger days, Miss Cameron became actively interested in classical music, with opera her real delight. She can also, if coaxed hard enough, render lovely melodies on the pianoforte.

When war broke out, Miss Cameron introduced the Penny-a-Week Club to provide cigarettes for Eaton service personnel. From a small beginning, the club grew to amazing proportions, spreading its welcome comforts to servicemen on all parts of the war theatre.

A beautifully decorated desk greeted Miss Cameron on her retirement morn, with twin travelling cases reposing on top in shiny splendour. The cases were the gift of the department, along with a season ticket for the Celebrity Series. The many individual gifts which Miss Cameron received numbered among them: a string of pearls from the servicemen of 122 department; a travelling rug from 36 department; a pen from 5 department, and a ring, umbrella, gloves and hose from the gang on the fifth floor.

Miss Cameron will visit California prior to taking up residence in Winnipeg.

We wish her all the best for the years ahead, and may her twilight years pass with the happy remembrances of friends who will never forget.

Leisure Now Full Time Job for Mr. W. E. Cowlshaw

Retiring from the piano department after nineteen years with Eaton's, Mr. W. E. Cowlshaw was honoured by the presentation of a radio from his friends and associates on Friday, July 25th. Owing to ill health, Mr. Cowlshaw was unable to leave his home, so Mr. H. E. Stenberg made the trip out, armed with the well-wishes of Mr. Cowlshaw's many friends in the store and mail order.

Noted for his congeniality and helpfulness, Mr. Cowlshaw during his Eaton career always had a friendly helping hand for the other fellow.

Leaving Bristol, England, for Canada in 1923, Mr. Cowlshaw joined Eaton's in 1928, and has been with the piano department ever since. Married, he has three children who are also married.

Here's wishing Mr. Cowlshaw good health so that he may enjoy those long-anticipated motor trips or just plain puttering in the garden . . . in short, a toast to health and happiness for the years of leisure ahead!

Harold Aseltine Retires from Sporting Goods Staff

Saturday, August 16th, was a sad day for the sporting goods staff, for on that day they were slated to lose one of their members, Mr. Harold Aseltine. Mr. Aseltine, who has been an Eatonian for 28 years, was a very popular and well-liked member of the department.

Mr. John Moss (head of department) when making the presentation, commented on the co-operation and popularity with the young folks enjoyed by Mr. Aseltine. He added that it was largely due to Mr. Aseltine's efforts that the ski and boat section has reached its present proportions.

Mrs. Aseltine, too, came in for a share of the praise for her assistance with ski activities.

As a remembrance from the department, Mr. Aseltine received a chesterfield chair . . . for added comfort in his days of leisure ahead.



Mr. and Mrs. Harold Aseltine

Evening Interlude

Mr. Ernest Rayment and Miss Marion Taylor Are Honoured During Delightful Party at Home of Mr. and Mrs. W. Gould, Kingston Row

To one velvety lawn fringed with overhanging oaks, add a midsummer evening (no mosquitoes*), and a gay party of friends; mix well and you have the ingredients of a delightful party. Such was the case when, on Friday evening, August 15th, members of the photographic workroom and kindred departments gathered in the lovely garden at the home of Mr. William Gould. The purpose was two-fold.

The first—to honour Mr. Ernest Rayment, retiring after 36 years of outstanding service as an Eaton photographer. The second—to honour Miss Marion Taylor, portrait studio, celebrating her quarter century with the Company as of August 18th.

Mr. N. M. Gray, head of department, drugs, was at the controls and kept the proceedings at a gay tempo with his whimsical introductions of events and speakers.

Following a tribute to his artistry as a photographer, his long service and dependability, rendered by his life-long associate, Mr. W. Gandy, photo workroom, Mr. Rayment was presented with a well-lined wallet. Honours were done by Mr. Gray on behalf of the city drugs, photo workroom and associated departments.

Married His Receptionist

Responding, Mr. Rayment traced his long career of 36 years as an Eaton photographer. After his second year he had married the studio's charming receptionist. His job had always come first, despite his interest in horticulture and bee-keeping, to which he now plans to devote his whole time at 'a little spot in the country.' He "thanked the Company for making those 36 years so pleasant for me."

Mr. Gray then read telegrams of felicitation to Mr. Rayment from Mr. J. H. McElroy, manager of the Eastman Kodak Co., and Mr. P. G. Blakeman, group manager. The latter said that "by the integrity of his work, Mr. Rayment had helped Eaton portraits to be favourably known from Halifax to Vancouver."

Miss Taylor Lauded

"A difficult job handled with tact and efficiency" was the tribute paid Miss Marion Tay-

lor, quarter-century-ite, by Mr. W. McKerchar, first assistant drugs.

This Nova Scotia-born Eatonian had made many warm friends among customers and employees alike, declared Mr. McKerchar. Her entire Eaton service had been spent in photographic work and her ability as a receptionist was widely recognized. In lighter vein, Mr. McKerchar told of Marion's work in the St. John Ambulance Brigade; also as a "pistol packing mamma" (the Eaton Triggerettes Rifle Club); her activity in raising angora rabbits, as well as her skill in gift wrapping and fancy work. Miss Taylor was then presented with a lovely pair of blankets from the drug department.

Mr. Vic Weston, studio photographer, followed with a warm tribute to Miss Taylor as an associate who always sent customers away happy. He then presented her with an equipped overnight case from the workroom staff and a personal gift of a string of pearls from Mrs. Weston and himself.

Mr. Gray also read a telegram of congratulations to Miss Taylor from Mr. Blakeman. Mine host, Mr. W. Gould, likewise spoke of the fine contribution to Eaton service rendered by Mr. Rayment and Miss Taylor.

Thanks for the delightful buffet supper and gracious hospitality was tendered to Mr. and Mrs. Gould by Mr. Claude Botting. Also to all who had assisted.

*For the absence of mosquitos on Mr. Gould's lawn Mr. Botting, drug factory, modestly took credit. "Our D.D.T. did it."

* * * *

Julius Hansen Bids Farewell to Eaton's

Mr. Julius Hansen, who has spent 35 years with the gloves and hosiery department, and whose 35-year celebration was reported in April Contacts, left Eaton's on August 16th for a life devoted to ease and the "pursuit of happiness."

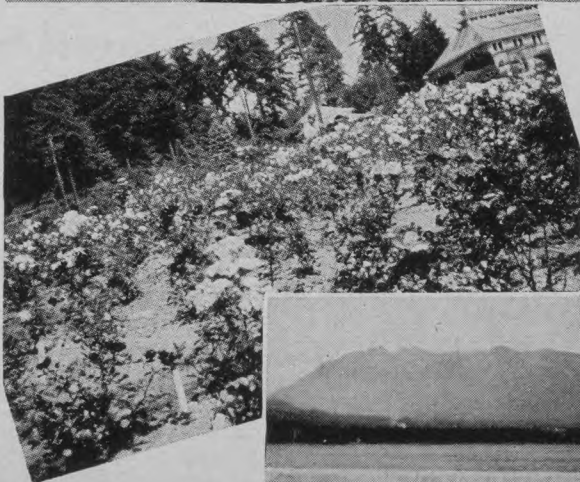
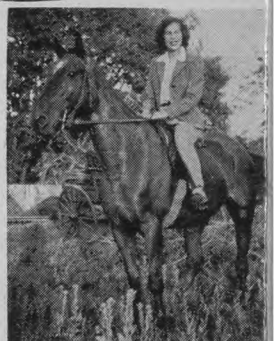
Born in Oslo, Norway, Mr. Hansen came to United States and resided for a time in New Hampshire, Boston and Two Harbours, Minn. He joined Eaton's in 1912.

Mr. and Mrs. Hansen have one daughter, Mrs. Leslie Forsyth, Watrous, Sask.

A member of the Swedish Lutheran Church, Mr. Hansen's hobby is chiefly puttering around the garden. We all join in "au revoir" to a fine Eatonian and may his later years be healthful and happy!

Twenty-Five







Left—Miss Adams, Penny-a-Week general secretary, is honoured with a memento for her untiring efforts.

Centre—A sweet little "gate crasher" at the party was six-months-young Donald Benzie, grandson of Jack Morgan, 132 secretary. Donald's mommy was Dorothy Morgan (china). Nestling Donald in her arms is Mrs. C. E. Tribble.

Right—Seated in front, Jack Morgan, who was mine host. Centre row, left to right: Mrs. F. Harding, fourth floor, store; Mrs. M. Stacey, sixth floor, mail order; Miss Marj Adams, general secretary; Miss A. LaFrance, third floor, store; Miss M. Halldorson, assistant to Miss Cameron. Back row: Miss E. Millen, basement; Miss Mary Cameron, Penny-a-Week founder and president; Mrs. M. Rutherford, Miss M. Carruthers.

Missing from Picture: Miss J. Dougall, fifth floor, mail order; Miss N. Allison, main floor; Miss V. Tuttle, fifth floor; Miss D. Ross, sixth floor.

Six-Year Job Ended

Penny-a-Week Secretaries Hold Final Meeting

The tumult and the nightmare of World War II has long since died and with it ended the work of our Penny-a-Week secretaries who between March, 1940 and 1946, sent to our fighting forces a total of over 8,000,000 cigarettes. This vast quantity of smokes was made possible through the faithful contributions of Eatonians.

Recently a group of Penny-a-Week secretaries met at the home of Mr. Jack Morgan for a social evening. Mary Cameron, Penny-a-Week Club founder and president, presided. During the evening a presentation of a lovely pen and pencil set was made to Miss Marjorie Adams, who was general secretary for store and mail order throughout the war. Mr. C. E. Tribble did the honours.

Holiday Days Are Here Again!

(Pictures on Facing Page)

Top Row—Left: "Old Faithful," Yellowstone Park, taken by Stan Carter (construction office). Centre: Dorothy Robinson (stationery) and Marge Wilson (construction) pose prettily on their recent visit to Malahat Drive, Victoria, B.C. Right: Goat Island Bridge taken by Elma Gibson (300H). Lower right: A view of the American Falls snapped from the Canadian side by Elma Gibson.

Second Row—Left: This snap shows Miss E. Lunney arriving at the Virgin Islands, U.S.A. It was her childhood home and she used her quarter-century holidays to renew old acquaintances. Next: Miss Lunney (113 department) enjoys a drink from a freshly opened coconut. Right: The largest ship in the U.S. navy snapped off Prospect Point, Vancouver, by Stan Carter (construction).

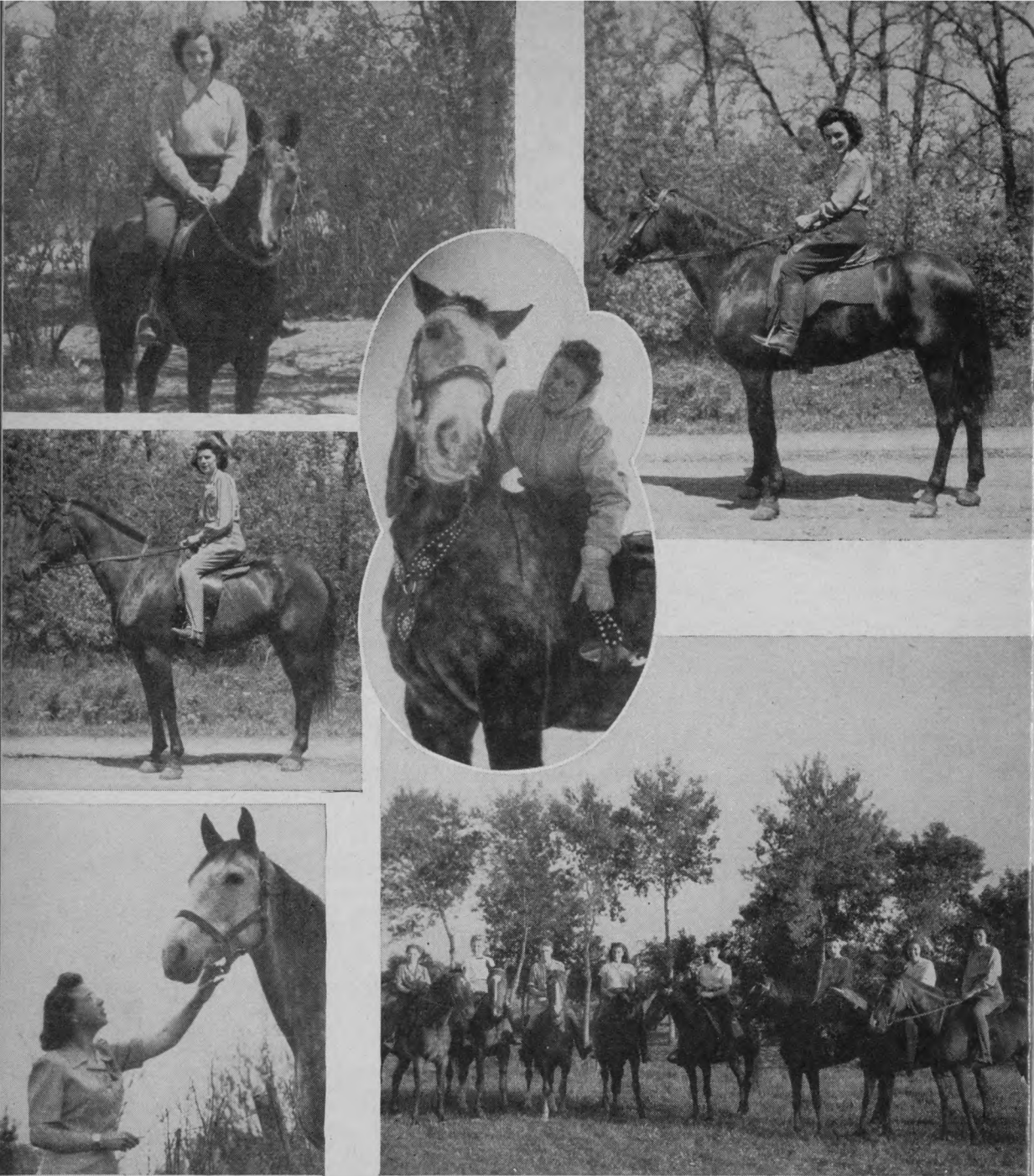
Third Row—Left: Spanish architecture is displayed in the structure of this Virgin Island home. Miss Lunney stayed here on her recent holidays. Centre: A view of the flower gardens, Stanley Park, Vancouver, by Bert Troughton (132 department). Right: View of Betty Aarons (104 department) riding at the Whitehead Stables.

Fourth Row—Left: View of Christiansted, capital of the Virgin Islands; photo by Miss Lunney. Lower left: We see a palm tree view, Virgin Islands. Centre: Rose gardens, Stanley Park; photo by Bert Troughton. Right: Artificial lake at Morden, Manitoba; photo taken by Dorothy Smith (17 department). Lower right: Lost Lagoon, Stanley Park, by courtesy of Bert Troughton.

BEHOLD—THE BRIDE!

Mrs. Lewis Crane (nee Elsie Worster, fifth floor restaurant bar) who was married July 5th at Young United Church, in a lovely candlelight ceremony.





BRIDLE DAYS

Oh, the sound of creaking leather beneath you, or the tang of sweating horseflesh rising to meet your delighted nostrils after a particularly exhilarating canter, and the feeling of exuberance which sweeps over you as you tower over the lowly pedestrian . . . these are the delights of the saddle to our Eaton's horseriders' club.

A successful ride was held in July and another is in the offing for September. Those interested are requested to get in touch with "Tiny" Asseltine (sales audit). Also if any member has a snap of himself or herself in riding costume, please send it in to Mr. "Bud" Davidson, president, general audit.

The riding lovelies pictured above are: Top row, left, Cece Kohnen riding her own horse, "Darky." Right, Kay McAlpine also on "Darkey." Second row, left: Madeline Doyle riding her own horse, "Pedro." Inset: Irene Templeton riding her own horse, "Silver King." Lower row, left: Irene Templeton and "Silver King." Right: Group at Silver Heights stables.

Twenty-Eight



SOFTBALL LEAGUE

Play Now In The Finals

After having a lot of battles with the weather, play has again been resumed, and all divisions have completed their semi-finals.

The first four clubs in the boys' division entered the semi-finals and were matched with the fourth team meeting second, and third team meeting the first, in the best two out of three-game series. Decots took on the Hi-Boys, while Combines played Elks.

Decots won their first game 1 to 0, Hi-Boys took the second game 4 to 3, and then finished the series by taking the last game from the Decots, 8 to 3, Decots not being up to par in their last performance.

In the other series Combines drew first blood with a 4-3 win over Elks, and the second game ended in a 4-all tie. Elks, out to even matters on the third try, just failed as they went down with flying colours on a 4 to 3 score in favour of Combines.

Over in the girls' division third-place Rangers did battle with second-place Imps in a two out of three-game series, with the winner to meet the Pats in the final.

Rangers took the first game by a score of 13 to 8, and Imps evened things up in the second game beating Rangers 8 to 0. It was a complete reversal of form for the Rangers, then on the third try Imps came from behind to win out 9 to 7 to enter the finals with Pats.

All three semi-finals were hard fought and not one of the losers ever gave up trying, but it just was not their year.

The finals got started on Friday the 15th, and scores were Hi-Boys 5, Combines 5; Imps 3, Pats 6.

Combines were unfortunate not to win their game, as with the score tied and two runners on base, Frankie Anderton hit a beautiful line drive, but on his way to second he missed first base, and Hi-Boys' Danny Tooms, playing first, was smart enough to see the omission, and called for the ball, so Mr. Umpire said: "You're out!" and the two runs were nullified. It was tough on Frank, as he is such a grand player. However there are still five games to go.

The Imps-Pat game was a very tight affair also. Both teams played great ball and only registered two errors each. There was never a time during the game when either team could afford to take chances it was so close, and fans are in for some real thrills before the play-offs are over.

We could not single out anyone for mention, as all players on both clubs gave of their best and played heads up ball.

Full report of the finals in our next issue, complete with photos.

"Sliding into Second"

This has been a tough season for injuries. We have had more than our fair share. Latest additions to the list are Watson and Clay, who both have cracked ribs but are still in there helping the league wind up.



That dark sphere at right top of picture is not a "flying saucer"—it's the ball! A high one struck by Doreen Bowling during that game between Royals and Pats. (Picture by Jimmy Allen.)

We add our sympathy to that veteran of our league (and now in Deer Lodge hospital), John Pilkington, in the loss of his dear mother.

There have been a lot of exhibition games this year and Eaton clubs have been successful in all but two games, while one club went out and won a tournament in the country. As for us we are glad to have gone on these trips and are thankful to the country folks for their kind reception of our efforts, and for the splendid refreshments and entertainments with which they provided us. We all think more clubs in the league should do these things more often.

List of games and scores follow: Decots 12, Gunton, Man. 4; Flyers 4, C.P.R. Phones 12; Combines 11, C.P.R. Telegraph 3; Pats 5, Teulon, Man. 4; Pats 18, Baie St. Paul, Man. 2; Royals 13, Pepsi Cola 9; Pats 10, Teulon, Man. 2; Aces 12, Pepsi Cola 15; Pats 11, Pepsi Cola 4.

Hope you have made your all-star selections.

Remember, your equipment must be turned in by September 1st, 1947. Thank you.

—Wm. N. Clay.

(See write-up under sixth floor mail order news) Porter-Batchelor





BASEMENT STORE



It was a happy get-together for the basement meat gang on the night of July 30th when a stag was held in honour of Bob Stacey. Bob will take the bold step to wedded bliss on August 9th. The party took place at the Oxford Hotel where an evening of fun and "initiation" reigned.

During the evening, Mr. W. Hodgson, supervisor, presented Bob with a wallet and a key ring set, and wished him and his bride-to-be, years of good luck and happiness. After the very welcome refreshments, the rafters began to ring to the good old songs and everyone went home with the feeling of an evening well spent in honour of a "grand guy!"

Good luck, Bob, and the very best from us.

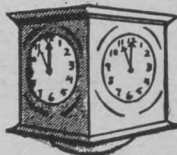
Stacey-Haines

The wedding of Mr. R. Stacey to Marie Haines (formerly of the cafeteria) took place at the Parkview United Church on August 9th. After the ceremony, a reception was held at the Homestead. The couple left for their honeymoon to Vancouver, and points south.

* * *

MAIN FLOOR

Joyce Gibbons (novelty counter) left the department to make her home in Vancouver. Prior to her departure, Mr. R. N. Gregg, on behalf of the staff, presented her with a handbag plus best wishes for the future.



Audrey Howie (stationery) has joined the ranks of the newly-weds. On leaving the department, she was presented with a mirror, Mr. W. Bucham doing the honours.

Best wishes to Mrs. C. E. Mellen, nee Skeet (stationery), on her recent marriage.

Sorry to hear that Miss B. Deeks (literary guild) and Miss Joyce Penn (stockroom) are on the sick list. Here's hoping that they will be back soon and as well as ever.

* * *

SECOND FLOOR



Miss Margaret Marshall (linens) and Miss Irene Douglas (linens) left August 13th by C.P.R., to sail on the Empress of Canada from Montreal on Saturday

morning, August 16th. The purpose of their trip is to visit friends in England, Ireland and Scotland not seen since before the war.

* * *

THIRD FLOOR

Annette Witrowich (meat department) entertained at her home on June 23rd in honour of Lois Omand, a bride-elect of June 27th.

The ten guests presented Lois with a lovely table lamp.



The marriage of Lois Omand to Donel Bell took place on June 27th. A pair of blankets was Lois' loot from the department, along with a pile of snowy linens. Good luck, you lucky kids.

Wedding Bells for Audrey Ferguson

Audrey Ferguson (meat office) became the loving and lovely bride of Don Munt on July 26th. Upon leaving the department, Audrey was presented with an automatic iron from her co-workers. The happy couple will reside in Okanagan, B. C.

Glad to see Annette Witrowich (meat department) back with us after her recent illness.

Mr. R. Van Camp is also back with us after his bout on the sick list.



A PAIR OF "QUARTER BLOKES"

Close associates in the fruit department over the years—Mr. R. Mays (left) and Mr. W. Wilwand also have another feature in common—they both served as quartermaster-sergeants—Mr. Mays in World War I, Mr. Wilwand in World War II.

* * *

FIFTH FLOOR

Is it true, or are rumours only flying? That the fair-haired chap from children's shoes and the brown-eyed lassie from ticket writing have finally decided to take the fatal step in November, or, as we said before, are rumours only flying?



The reason there's room at the top is because so many who get there fall asleep and roll off.

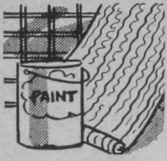
—Hibbard Printing Co.

*

SECRET—Something a woman tells everybody not to tell anybody.

VISION—What people think you have when you guess right.

SIXTH FLOOR



Congratulations to Andy Connor (paint department) who's the proud papa of a new little addition named William Andrew.

Mr. Clyde Nicholls (formerly in charge of the economy paints and who is now retired) dropped in to see his old friends recently.

'Tis rumoured that Bill "Wolf" Liver (paint department) is having himself a howling good time chasing bears in Glazier, B. C.

Mr. Frank Gibson has also just recently returned from a Vancouver holiday.

Our best wishes for a speedy recovery goes to Lorne English who has just undergone an operation.

Glad to see Mollie Ross (draperies) back looking fit after her quarter-century holidays.

Here's a notice to the many friends of Mr. W. Powers (correspondence). He's coming along very nicely and is expected to leave the hospital shortly.

May Artiss Weds Claude Pritchard

Riverview United Church on August 15th was the scene of the wedding of May Artiss (sales office) to Claude Pritchard. The department presented May with a Duncan Fyfe table and at a breakfast held in her honour at the Grill Room on Friday, August 8th, the gift was a set of crystalware. Bridesmaid was Mary Grant (expense office).

Glad to see Mr. Jim Davies (carpet department) back after a recent operation.

Very sorry to hear that Mr. Morris Menzies (carpets) is having a tough struggle with a bout of pneumonia.

The carpet department bade Miss G. McLean bon voyage when she sailed for her home town of Montrose, Scotland, on August 16th. We hope you will have an enjoyable visit to the land of the thistle and heather, Miss McLean.

What's this we hear about Slugger Joe Green (carpets)? Could it have something to do with not one but two home runs?

Evelyn Patterson (draperies) is wearing a diamond these days. 'Twas given her by Mr. C. T. Gould in the middle of the month of July. Best wishes, Evelyn.

* * *

CLIPPINGS FROM THE GENERAL OFFICE

By M. Purdie

In honour of Rose Cartie, a bride-elect of August 9th, a shower was held at the home of Helen Hunter (general office), on Friday, August 1st. Guests present numbered twenty-one. The guest of honour received red and white kitchenware and also towels. She was the recipient of a corsage of red roses.

When Rose left the office on August 2nd, she was presented with a mirror and iron from the staff. Her desk was appropriately decorated with pink and white streamers and quantities of confetti were in evidence.

The wedding was solemnized on August 9th in St. Michael's and All Angels' Church, when Father Turney united in marriage Rose Cartie and Andrew Cushnie. The bride had two attendants, Helen Hunter (general office) and Mary Dwornik. Her wedding dress was of white sheer. The reception was held at the Marlborough Hotel, after which the bride and groom left to spend their honeymoon at Minneapolis and Chicago.

Betty Murray, on leaving August 14th, was presented with a lace banquet cloth. Good luck, Betty!

Ann Black came in to work flashing a lovely diamond on August 12th. The lucky fellow is Herbert Douglas.

Sincere sympathy is extended to Mrs. Velma Sweet and Mr. Russell Vipond who both recently suffered the loss of their fathers.

A shower was held at the home of Wilma Benstead in honour of Doreen Squires, a bride-elect of August. Twenty girls attended and the guest of honour was presented with a rose chenille bedspread, pyrexware and a lace banquet cloth. Doreen was also given a corsage of red roses and white sweet peas. Leaving the office on Friday, August 15th, Doreen received a rose pink blanket as a wedding gift from the staff.

* * *

SEVENTH FLOOR

Those bright lights of the electrical department have tried and tried but they just can't drown the radiant glow of the many diamonds popping up among 277's famed beauties. Dark-haired, dark-eyed Doreen Curry has completely bewitched the man of her dreams, Leo Degelman, to the uninitiated, and as a result we see a lovely diamond on the "right" finger.



Mildred Burton (electricals) is another diamond wearer this month. She became engaged to Fred Wickens on August 8th.

Mildred Burton (277 department) is the other lucky gal, receiving her diamond from Bob Lofuendahl. Wedding plans have been set at December 6th.

We're very sorry to see Kay MacDonald leave 277 department for a permanent residence in Vancouver.

Cecilia Kohnen (radio department) left to become the bride of Bob McMillan on August 30th. Mr. A. Hewish made the presentation of a set of Haddon flatware on behalf of the department. Best wishes, Cecilia.

Jean Mitchell (radios) is reported on the sick list. Here's hoping she makes a speedy recovery.

Here's a birthday that was specially wonderful. Joyce Crook (records) became engaged to Jimmy Murphy on her 21st birthday on August 12th. Best wishes, kids, for future wedding plans.

Mickey Washook left the radio department on August 26th, to be married on September 20th in Kitchener, Ontario, to George Kullman. Best wishes, Mickey, we know you'll make a lovely bride.

CONTACTS

Eileen Barr (shopping service) became engaged to Norman Pound on July 19th. Our best wishes for future happiness, Eileen and Norman.

Agnes Webb (wages office) is a Vancouver holiday gal. We hear she's enjoying herself immensely!

The wages office is happy to welcome a new member, petite, dark-haired Pat Gibbs.

Mrs. Rhoda Cummings (wages office) left on August 16th to begin a full-time career as housewife. Best wishes, Rhoda.

What little girl of the wages office was literally "bowled over" by the Shriners' triumphant march through our fair city?

*

ABOUT THAT GENERAL AUDIT PICNIC

As told in rhyme by Vera McCaw

Assiniboine Park, 7 p.m., August 8th

The general audit office staff
Went out to show their skill,
As with thrills and spills and many a laugh
They played ball (?) with a will.
The "Terrors" were the better team
And fourteen was their score.
The "Scroungers"—not quite on the beam—
Had six—no less, no more.

I. G. Dickson was the official one
Who recorded "blow for blow";
And "Tiny" Asseltine had fun
As the "Ump" who didn't know!
A first-rate game all did agree,
(Will we just mention here)
The groans and limps quite plain to see
Next morning—never fear!

And Toasted "Weenies" on a Bun

Tuxedo, 9 p.m., August 8th

By now the campfire's going strong,
And with a little rest
The tug-o'-war bout came along—
Our "Scroungers" proved the best.
Next came the toasted "weenies,"
Some really were well done.
(Mosquitos and charcoal went with ease
'Long with mustard on one bun.)
The "do" successfully ended
When the logs were burning low,
With the sound of voices blended—
Then we sadly packed to go.
Thanks to our Joe and Helen
Each got a prize—'twas nice,
It loses nought in telling—
More picnics . . . is our advice.

The Surprise of the Month

Bob Ferguson (general audit) is single no more, having taken the marriage vows on July 15th. Best wishes to the happy couple.

* * *

EIGHTH FLOOR

Irene Ruff (ticket writing) is the sweet, petite bride of Mr. Bill Westley as of July 26th. Her gift from the department was a pile of sparklin' linens. Our best wishes, Irene, we know you'll have clear sailing ahead!

Best wishes for a speedy recovery to Alex Milne (ticket writing) who is confined to the hospital.

Evelyn Ness (sales audit) will become a "Mrs." on September 6th when she will change her name to Mrs. Robert McSkimming. The ceremony will take place at St. Luke's Church.

Philma Paddock (sales audit) will make her married debut on August 23rd. The lucky man is Mr. Herbert Bray, and the wedding will take place at Calvary Temple.

"Phill" Powers surprised the sales audit gals on July 18th when she came to work with a diamond on her finger. Don Foster is the man in her life and as yet, wedding plans are indefinite.

Mr. George Jacques (1076 department) is the proud father of a healthy baby boy.

Miss Florence Eburne (1076 department) was another Vancouver visitée this summer.

* * *

NINTH FLOOR

Wedding bells pealed recently for Mary Carr (construction office) when she became the bride of Mr. Charles Blaine on July 26th. On behalf of her co-workers and friends, Mary was presented with a lovely tri-light lamp and also a chest of silverware from the Company. Lots of luck and happiness to the happy bride and groom.

Beth McKenzie, former member of the construction office, has recently joined the ranks of our Toronto store. Beth is now working in the "Thrift House" of the College Street store. Best wishes to you, Beth, in your eastern home.

DAUPHIN ROUND-UP

EATON'S HORSES FEATURED AT DAUPHIN FAIR

Eaton's "silent salesmen," Soong Chaing, Mayling Chaing, May, King, Goldie, Gold Leaf, Golden Boy, Golden Girl, Lucky and Golden Star, were once again one of the feature attractions of the annual summer fair and race meet held in Dauphin on July 7th, 8th and 9th.

Mr. Clayton Tucker, delivery department head, and Messrs. J. Blake, R. Houston, Ed Anderson, Al Inglis and John Currie were in charge of the splendid Eaton display.

*

A party of Brandon half-day holidayers headed by Mr. H. R. I. McCausland, manager, dropped in on us Wednesday, July 9th. In-

Thirty-Two

cluded in the group were Mrs. McCausland, Mr. and Mrs. Wm. Martin and Mr. J. Sutherland.

Mr. W. McAllister, of Brandon store, who has been holidaying at Clear Lake also dropped in the other day to say "Hello!"

Bill Pearce, formerly of window display, Winnipeg store, and now in charge of display in Dauphin branch, became the proud papa of a baby girl, weighing 7 lbs. 10 ozs., on June 12th. Both mother and baby are doing fine and we are glad to add that Bill has recovered also.

Training Supervisor: "You can't sleep in this class!"

Trainee: "I know it. I've been trying for half an hour."



By M. Ominski and T. Scott



Ann Zoltenko (122 department) is wearing a beautiful diamond on that certain finger. The lucky fellow is Leon Skachuk of Boston, Mass.

Congratulations to Jeanette Pydee, who is also sporting a lovely sparkler. Her future partner is Jerry Pelletier.

Jean Sywy of 113 department, walked in one morning with a lovely diamond ring. The lucky fellow is Carl Dudar.

Betty Vickers of 113 department, is another engagee. Her future partner is George Wall.

On July 26th Nora Wonneck left 122 department to become the bride of Ronald Gunson. To celebrate this occasion the girls presented her with a bedthrow, while the department gave her a set of travelling bags. Nora will make her home in Vancouver. Best of luck, Nora and Ronald.

A big department romance circles around Viola Savage and Frank Swonnell. Viola left 122 department on August 9th to exchange vows with Frank. On leaving, Viola was presented with linen from the girls and a dinner set from the department. We hope you are very happy, Viola and Frank.

Margaret Simpson left 122 department on August 16th to become the bride of Bert Lemmon. On leaving, Margaret was presented with a lovely tri-light from the girls and a bedthrow from the department.

Leaving 122 department on August 9th, Kay Melnyk plighted her troth to Charlie Warren on August 16th. The girls presented Kay with linen while the department gave her an occasional chair.

Congratulations to Mr. and Mrs. C. Jones on the birth of a baby boy. The proud papa is Charlie Jones of 122C department.

Congratulations are in order for Frank Wonnacott of 122 department. The stork brought Frank a pretty baby girl. Is he ever proud!

Frances Szajowski of 113 department left on July 19th to become the bride of Reg Wheeler. On leaving, Frances was presented with a silex coffee maker.

On August 12th the girls of the freight shipping office held a shower in honour of Rhoda McDermot, a bride-elect of August 23rd. The quest of honour was presented with a breakfast set, silex coffee maker and pyrexware.

On August 16th Rhoda left the department to be married to Ken Perry. She was presented

with a pair of blankets and a tablecloth from the department. We all wish Rhoda and Ken the best of everything.

Congratulations to R. Doyle of 113 department, who is now the proud daddy of a fine baby girl.

So long to Richard Penman who retired on July 12th, to enjoy a well-earned rest.

Welcome back to Mary Patton of 113 department, who returned to work after a lengthy absence, nursing a broken ankle.

* * *

By M. Waring



The girls of department 55 entertained at a delightful afternoon party on Sunday, August 17th, in honour of Miss Helen Aitken, a bride-elect of August 30th. A presentation of linen and a corsage was made to the guest of honour on behalf of the twenty guests.

* * *

By M. Doolan

Tommy King of the radio department, is holidaying at Victoria and attending the Canadian Championship Swimming Meet at Victoria as president of the Manitoba Swimming Association. Congratulations are in order for Tommy's daughter, Vivian, who achieved further honours in winning the Canadian titles for the Women's senior 100 and 400 yard events. En route home she has taken time out in Vancouver to win the Western Canadian Championship in the mile event. Well done, Vivian!

* * *



On August 1st, department 36 lost their pretty little blonde, Audrey Porter, who left to marry Lloyd Batchelor. Mr. Hancock, on behalf of the department, presented Audrey with an appropriate gift and wished her every happiness. The wedding took place at St. Ignatius Church on August 7th. The bride was attended by Miss Mary Jane Dumas. The happy couple will reside in the far North at a Hudson's Bay post.

The friends of Miss Veronica Walsh and Miss Frances Hinde of 33 mail order, extend to them and their families deepest sympathy in their recent bereavement.





Miss Gerry Prescott

By P. Thompson



On Tuesday, August 26th, wedding bells rang out for Gerry Prescott who left on Saturday, August 16th, to become the bride of Mr. D. Loscelles.

A presentation of a mirror and lace table cloth was made by Mr. L. A. Tempest on behalf of

the staff to Gerry, who was all smiles on receiving her presentation.

Mr. and Mrs. Loscelles will honeymoon at the coast and the good wishes of departments 3 and 4 go with them both on their new venture.

* * *

By D. Balsdon and R. Soutter

Departments 159, 167, 173: Shirley Sproule left on August 2nd to be married to Mr. Ian King. On leaving, Shirley was presented with lovely bedroom lamps and other gifts. Best of luck, Shirley and Ian.



Iveen Sparks received a lovely diamond the other day. The lucky man is Ken Horvath.

Hello, Joe Sigurdson, out at Ninette San. We hope it won't be long before you are back with us!

By C. Greenwood

Sorry to report that Mr. W. N. Smith (advertising) is in the hospital. Hope to see you back soon, Neville.

We hear that Mary Ewing is enjoying her trip to California and Alaska. Lucky girl!

Bud Weaver, a former staff member, paid us a short visit recently. Nice to see you again, Bud.

By H. Roome

Department 118 takes this opportunity to wish Dorothy Lloyd every success in the swimming meet to be held in Victoria, B.C., on August 12th-13th.

Dorothy is a member of the Manitoba Amateur Swimming Club.

By E. Genthon and M. Carstens

Cupid's been at it again! It all happened when one of 41 department's popular members, Mary Fortescue, returned from her vacation

sporting a sparkler on that very appropriate finger. Lucky man? Ernest Nelson.

On leaving, Mary was the recipient of several gifts from the staff. The department presentation was made by Mr. M. T. Smithson. The wedding took place on August 9th at the First Lutheran Church with co-worker Emily Helgason as bridesmaid. The couple are honeymooning in Kelowna, B. C. and will make their home in Winnipeg. Our best wishes for a happy and prosperous journey on matrimony's highway.

"California, Here I Come" seemed to be the order of the day on August 2nd, when Miss Sigrid Breckman left for an extended trip to the U.S.A. — destination Hollywood. Hoping you enjoy yourself to the utmost. Watch out for the movie scouts, Brecky!

* * *

MAIL ORDER CASH CAGE

By D. Slack

In honour of Miss Phoebe Oldfield, a bride-elect of September, Miss Ivy McBurney entertained at her home on Thursday, August 14th. During the tea hour, Miss C. Bayles made the presentation. Guests numbered seventeen.

We learn with deep regret of the death of Mr. Fred Goult. Mr. Goult, a former Eatonian, retired last fall and was living at the coast with his daughter, Mrs. Harry Hunt, also a former Eatonian. Our sympathy is extended to the bereaved family.

Ruth McKittrick left the office to be married to Bill McCubbin on September 6th. The wedding is to take place in Flin Flon, where the couple will reside.

Ruth was presented with an electric iron on her departure. Good luck and happiness to you both.

Betty McPherson left the cage on Saturday, August 16th. She is being married to Lawrence Studney at the Immaculate Conception on August 23rd. Betty was presented with blankets and a sandwich toaster from her business associates. Best wishes to the happy couple.

*

Edna Sinclair left 116 department on June 21st to become the bride of Edgar Smith on June 28th at St. James Anglican Church.

Upon her departure, Edna was the recipient of many lovely and useful gifts including a coffee percolator and lamp from the department. Best of luck, Edna and Edgar.

Recent engagements in 116 department are Denise Peiron to Albert Rodrigue, Olga Kaethler to Jake Derksen, and Val Brown to Fred Fraser.

Jewel Steele left 116 department on August 2nd to be married on August 7th to Joseph Lamoreux at St. Paul's United Church. A torchiere lamp, a picture and other miscellaneous gifts were presented Jewel from the department.

Flo Whyard, who has been on sick leave, visited the department recently and is looking very well. Hope that she'll be with us again soon.



SEPTEMBER SWEETHEARTS

Top Row—These twin rosebuds are Cheryl and Carole, twin daughters of Mr. and Mrs. Carpenter, Calgary. Their proud granddaddy is W. S. Page (farm implements).

Centre Row—Here's a quartette of which any granddaddy might well be proud! All grandchildren of Mr. Charles Sennett (elevators). Left: The twosome are Donald and Gordon Potts, sons of the former Eileen Sennett (now Mrs. Potts). Centre: The little lady with the sweet smile is Geraldine Cluett, mother was Vera Sennett. The curly-haired Adonis at right is Douglas Dorsett, mommy was Amy Sennett.

Lower Row—Left: Jimmy, with the inquiring look, is 2½-months grandson of Malcolm McIvor (mail order radios, etc.). Centre: Carol Anne Vandenburg, bewitching wee daughter of Arnold Vandenburg (mail order staples). Carol is 8 months. Mother was Lillian Albin, formerly of mail order staples. Right: Richard, with the blonde curls and smile that would melt the heart of a Frankenstein, is 11 months, son of Lloyd Brown (furniture). Mommy was Alice Colomb (dress goods).



On Saturday, August 2nd, departments 22 and 24 gathered around the gaily decorated table of Martha Williams when head of department, Mr. J. W. Aker presented Martha, on behalf of the department, with a set of "Adoration" silverware.

Mr. Aker spoke of the years of faithful service which Martha had given, and expressed his hope that she might even yet fulfill her great ambition of returning to Ireland for a visit.

A shower was held on July 25th in Martha's honour, presided over by Miss E. McKnight and Miss Agnes Oakes at the home of the former. The surprise of the evening was the appearance of Mr. Aker, accompanied by Mrs. Aker, who had been prevailed upon to enter this feminine lair to make the presentation of a lovely mirror. The remainder of the evening was spent in teacup reading.

Martha Williams changed her name to Mrs. Reginald Montague Lewis on August 14th at St. Thomas Anglican Church, Weston, with the Rev. George Foy officiating. The bride was dressed in white satin, her fingertip veil was held with ostrich feathers. She carried a bouquet of red roses and white sweet peas. The reception was held at Moore's. The happy couple left for Nelson, B.C., amid showers of confetti and rice.

We had a visit the other day from Bill Stewart who is on sick leave. He looks quite a lot better and expects to be back soon.

A kitchen shower was held at Moore's on Saturday, August 9th, for Winnie Clapham. On Saturday, August 16th, the department presented her with a six-person set of china.

Winnie, now Mrs. Erickson, will settle in Fort Garry and give a helping hand to hubby (Bill) in settling on the D.V.A. plan. Good luck, Winnie and Bill, in this new venture of yours.

CONTACTS

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Editor: W. E. C. HURLBURT
 City Advertising



"Not only in rewards, but in the strength to strive—the blessings lie."

Salute To The Sales Check Champs!

Announcing the Winners in July's "Perfect" Sales Check Competition
(Photographs on Outside Back Cover)

What a wonderful old world it would be if each of us lived by the principle of remembering the other fellow and his problems!

If, when we write a sales check, for example, we would think of the headache we can give the route marker or despatch man by careless writing; a needless omission or mistake. Or perhaps the weary driver struggling to decipher an address in the rain.

Results in the "Perfect" Sales Check competitions have been most gratifying. The improvement in writing, figures and completeness of bills has been noteworthy even among those who did not achieve cash awards. Doubtless many of these staunch-hearted ones will "click" the next time. So keep on trying—remembering—to **"Remember the other fellow when making out that sales bill."**

Names of Winners Photographed on Outside Back Cover Are:

Top Row—(1) Miss L. Kendall, (2) Miss I. McKnight, (3) Mr. A. Jenkins, (4) Miss D. Green, (5) Miss O. Karawchuk.

Second Row—(6) Mrs. B. Sutton, (7) Miss O. Pauliuk, (8) Mrs. V. Spurway, (9) Miss S. Shinkaish.

Third Row—(10) Miss J. Winmill, (11) Miss D. Allan, (12) Mr. A. E. Stonehouse, (13) Miss H. R. Hignell, (14) Mrs. L. Dawson.

Fourth Row—(15) Miss D. Webber, (16) Miss K. Messenger, (17) Mrs. R. Bott, (18) Mrs. A. Robinson.

Lower Row—(19) Mrs. T. Young, (20) Mrs. M. Jones, (21) Miss P. McMillan, (22) Mr. F. Thompson, (23) Mrs. J. Stutt.

Missing from Picture—Mrs. A. Ross, Miss K. Williamson, Mrs. J. McKay, Miss N. McPherson, Mrs. H. Studham, Mrs. F. Mathews, Miss A. Laurie, Miss J. Whitehead, Mrs. A. Lowry, Miss Stevenson, Mrs. Lupal, Miss A. Smith.

IMPORTANT TO ALL SALESPEOPLE!

This Company's Word Is Its Bond

Our customers know that regular purchases made today will be **delivered tomorrow** according to our established policy. Therefore promises of delivery should not be made by salespeople since they are superfluous.

To speed the system and avoid delays—**be sure to enter every order in your salesbook as soon as received from the customer and place it on the parcel desk so it can be filled at once.**

Congratulations, Old-Timers!

Thirty Years With Eaton's

George M. Boulter (drugs).....August 20th
 Frank G. Woodward (drugs).....August 20th
 Roderick McKenzie (manager
 Yorkton, Sask., order office and
 heavy goods).....August 24th
 Victor Dancer (head of department,
 china)August 28th

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RECENT APPOINTMENTS

(Continued from Page Two)

Order Offices

MR. F. G. MUIRHEAD (mail order merchandise office) will have supervision of all order offices in Western Ontario, Manitoba, Saskatchewan and Alberta.

MR. N. M. CARTER (New Westminster) will have supervision of all order offices in British Columbia.

In Memoriam

JAMES EDMUNDSON

The meat department mourn the loss of Mr. James Edmundson, a member of its staff for the past 23 years, who passed away on August 7th.

Born in Scotland, Mr. Edmundson was the home-loving type, a man of quiet tastes, devoted to his family and fond of leisurely hours in his garden. He leaves a wife and three sons, one of whom is with the mail order department.

To them goes our deepest sympathy.



HENRY HAWKINS

It is with deep regret that we report the death of "Harry" Hawkins, caretaking staff, who passed away on Saturday, July 19th. He was 57. Mr. Hawkins was born in Surrey, England, and was a veteran of World War 1. He joined Eaton's in 1934 and his entire service was with 132 department.

Of late years he was attached to the printing plant but many will recall the genial Harry when he was in charge of the fifth and third floor washrooms. He was not only well-liked for his sunny personality and obliging manner, but also admired for his meticulous cleanliness and the pride he took in his work. A bachelor of quiet tastes, Harry lived in the same house for 34 years. He will be missed by many old friends around Eaton's.

JACK JOHNSON

A member of the furniture stockroom staff, Mr. John (Jack) Johnson passed away on August 2nd. He was 60 years of age. Born in Sweden, he was a member of the merchant marine in that country before coming to Canada. Had he not broken his service Mr. Johnson would have been 20 years with Eaton's.

Of pleasing personality, he was a favorite with his associates. He was also an excellent worker, and in his earlier years 'twas said he could "work rings around the other fellow." Mr. Johnson was specially fond of gardening and his was said to be one of the finest gardens in Elmwood.

Surviving are his widow, two sons and a daughter, to whom we extend our deepest sympathy.

"JOURNEY'S END"

We extend our deepest sympathy to the following Eatonians who have recently lost someone dear to them:

IN THE LOSS OF A FATHER

Miss S. Lancelin (mail order copying)
Mr. L. Crawford (engineers)
Mrs. F. Hicks (grill room products)
Miss F. Hinde (mail order boys' clothing)
Mrs. V. Sweet (general office)
Mr. R. Edmundson (mail order money returns)
Mr. T. Crow (service groceries)
Miss J. Whitehead (drugs)
Miss O. Harman (budget plan)
Mr. A. Neville (mail order infants' and children's wear)
Miss L. Vipond (budget plan)
Mr. R. Vipond (general office)
Miss V. Walsh (wash goods)

IN THE LOSS OF HER HUSBAND

Mrs. M. McQuade (grill room products)

IN THE LOSS OF AN INFANT—Mr. D. Patterson (printing department).

IN THE LOSS OF A MOTHER

Mr. D. J. Blythe (mail order accountant)
Mr. J. Pilkington (mail order packing)
Miss M. Gallaher (mail order books and stationery)

IN THE LOSS OF A BROTHER

Mr. D. McInnes (construction)
Miss D. Asher (city inspectors)
Mr. T. Acheson (service meats)
Mr. F. Akins (washing machines)
Miss Malmas (grill room products)
Miss J. Carphin (printing plant)
Mr. H. Restall (printing plant)
Mr. O. Acheson (elevators)
Miss B. Hulme (misses' dresses)

IN THE LOSS OF A SISTER

Mr. O. Freeman (mail order packing)

Proudly We Present the
"Perfect" Sales Check Competition Winners

(July Competition—Please See Page Thirty-six)

